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BROADCASTING

The Newsweekly of Radio and Television

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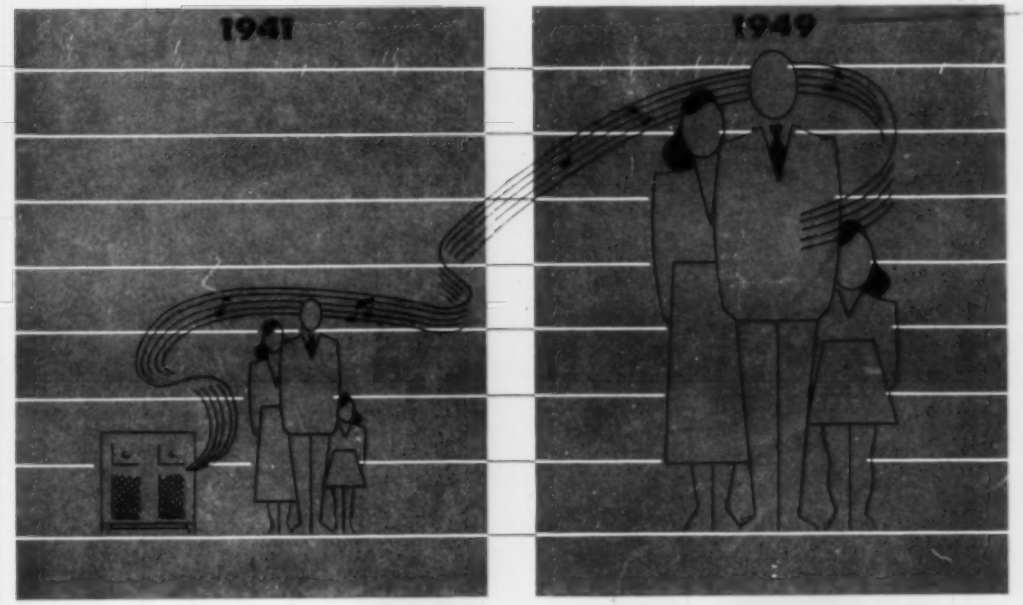
IOWA LISTENING DOUBLED SINCE 1941!



RADIO listening in Iowa has *increased 213% since 1941!*

This and other significant trends are features of the 1949 Iowa Radio Audience Survey.* For the twelfth consecutive year, this outstanding Survey continues to give a complete and accurate picture of radio in Iowa. It enables advertisers and agencies to determine Iowa's *greatest radio value* for any radio promotion, in any or all parts of the State!

This valuable book will be off the press in a few days. *Write now to reserve your free copy.*

* The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

for IOWA PLUS

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

IN THIS ISSUE: COLOR TV RARS SING TO SUCCESS

XUM

NO MATTER HOW WE SAY IT—

KENTUCKIANA RADIO FAMILIES HAVE INCREASED 19.2%

1947 and 1949 50%-or-better BMB
Radio Families in Kentucky, Indiana, Tennessee and Virginia

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

VICTOR A. SHOLIS, *Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

28 HOME-TOWN STATIONS IN 6 STATES

Give You

1 ALL-OVER *Coverage*

2 SPOT *Flexibility*

3 LOCAL *Impact*

IN THE *New England* MARKET

Yankee home-town stations give you a local, friendly introduction anywhere and everywhere in New England. They localize and concentrate your selling in markets where population and buying power make intensive cultivation practical and profitable.

Yankee's local acceptance by merchants and their customers in 28 markets throughout this six-state area is a ready and effective means for your product's acceptance. You can always reach and sell more customers more often with Yankee.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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XUM

Closed Circuit

ANTI-TRUST suit against *Lorain* (Ohio) *Journal* alleging conspiracy to injure WEOL Elyria-Lorain evidently has stirred other incipient radio inquisition by Attorney General's office. Veiled talk developed last week about widening of inquiry's scope to cover network affiliation aspects linked with use of advertiser "suasion" to bring about shifts in outlets in certain areas.

AS NARBA conference dawdles, in Montreal, view becomes more widely prevalent that no agreement will be reached at this sitting. Indications are conference will recess without top agreement in about six weeks and reconvene either in Mexico City or Havana with pre-set deadline for action or possibly resultant North American ether war. Hope expressed Mexico may join treaty-makers after recess.

FORD DEALERS through all of J. Walter Thompson offices are buying spot announcements to promote the Ford saftey first contest for three-week campaign on more than 400 stations. Starting date varied but scheduled mostly during October.

YOUNG & RUBICAM preparing media plans for new soap product manufactured by Procter & Gamble which will include radio schedule. P & G has appointed Y & R for the product which is expected to be detergent.

NAB searching for broad research formula providing comprehensive coverage and listening data as successor to BMB project. Meeting of Research Committee originally called for Sept. 24 but cancelled at last minute. November meeting likely if industry interest justifies.

ASSN. of Eastern Railroads, through Kenyon & Eckhardt, New York, has taken option on *American Forum of the Air* in NBC simulcast.

SCOTT & BOWNE, Bloomfield, N. J., (Scott's Emulsion) through Atherton & Currier, New York, setting up radio spot announcement schedule for 20 weeks to begin in November.

NATIONAL ADVERTISER currently interested in sponsoring radio version of children's television show, *Howdy Doody*, now on NBC-TV.

NEGOTIATIONS in progress for purchase of 170 shares of Burlington Bestg. Co., KBUR Burlington, Iowa, 250 w, 1490 kc, from minor stockholders of Burlington Hawk Eye Co., publishers of *Hawk Eye Gazette*, for approximately $44,000. Newspaper company owned by John P. and Sidney F. Harris who already own 200 shares of 500-share company. Brothers also part-owners of KFBI Wichita and own KIMV (FM) Hutchinson, Kan. Additional 70 shares being purchased by G. B.

(Continued on page 82)

Upcoming

Oct. 3-4: NAB Dist. 13, Adolphus, Dallas.
Oct. 4: FCC TV UHF-VHF Allocation Hearing resumes, Washington.
Oct. 4-5: AAAA Eastern Convention, Hotel Roosevelt, New York.
Oct. 6-7: NAB Dist. 6, Peabody, Memphis.
Oct. 10-12: Assn. of National Advertisers Convention, Waldorf Astoria Hotel, N. Y.
(Other Upcomings on page 32)

Bulletins

GULF OIL Co. to move *We, the People* from CBS, where it has been on radio since 1942 and simulcast since June 1948, to NBC as simulcast, Fri., 8:30-9 p.m., starting in early November. Agency, Young & Rubicam, New York.

C. J. WITTING, assistant director of DuMont TV Network, elevated to executive assistant to Mortimer W. Loewi, director.

PATTERSON TO MORSE

JEROME PATTERSON has resigned as director of Vick Chemical Co. and has been elected president and general manager of Morse International Inc., New York. M. F. House, fromer president of Morse, has been named executive vice president. A. T. Preyer continues as chairman of board.

Business Briefly

TWO TO BROWN ● Monark Silver King (bicycles) and Oerlerich & Berry (Old Man maple syrup), both Chicago, appoint E. H. Brown Adv., same city, as agency. Syrup firm expected to increase radio budget next year. Monark studying AM and TV for 1950. E. W. Stevenson and John Singleton are account executives.

SWIFT RENEWS ● Swift & Co., Chicago, renews five-weekly 8:15-8:45 a.m. portion of *Breakfast Club* on 270 ABC stations, 52 weeks from Oct. 24. Agency, J. Walter Thompson Co., Chicago.

BMI LEADING ASCAP, NAB DISTRICT 12 TOLD

BMI has passed ASCAP in every phase of popular history for first time in its decade of existence, Robert Burton, BMI vice president and general counsel, told NAB District 12 meeting Friday in Wichita (early story page 27).

Mr. Burton said BMI currently is 1-2-3 on *Hit Parade* as well as sales of sheet music and records.

Resolutions adopted Friday included recommendation that NAB board form plan for scientific audience and coverage measurement.

FCC Is Critical of RCA Color Attitude

TRIAL BY FIRE again highlighted FCC's color TV hearing Friday as Dr. E. W. Engstrom, vice president in charge of research, RCA Labs., continued his direct testimony under critical survey of Comr. Robert F. Jones and Comr. Frieda B. Hennock (see early stories, pages 23, 48).

Touchy points continued to be availability of data on RCA's system, field test plans, adequacy of all color evidence to make definite decision and timetable for establishing color standards and lifting freeze.

Dr. Engstrom asked to withdraw all of his prepared comments criticizing color system of CBS and Color Television Inc. after tangling with counsel for other participants, who held comments were too speculative. Withdrawn portion included offer to test CTI system in Washington after RCA's Oct. 10 demonstration. CBS, however, was granted request that criticism of its system be left in record.

To repeated questioning if he recommended freeze be lifted before color was ready, Dr. Engstrom indicated lifting of freeze and decision on color "fundamentals" should be simultaneous and could be done before end of field testing. He explained data from field tests then could be used to determine details of standards.

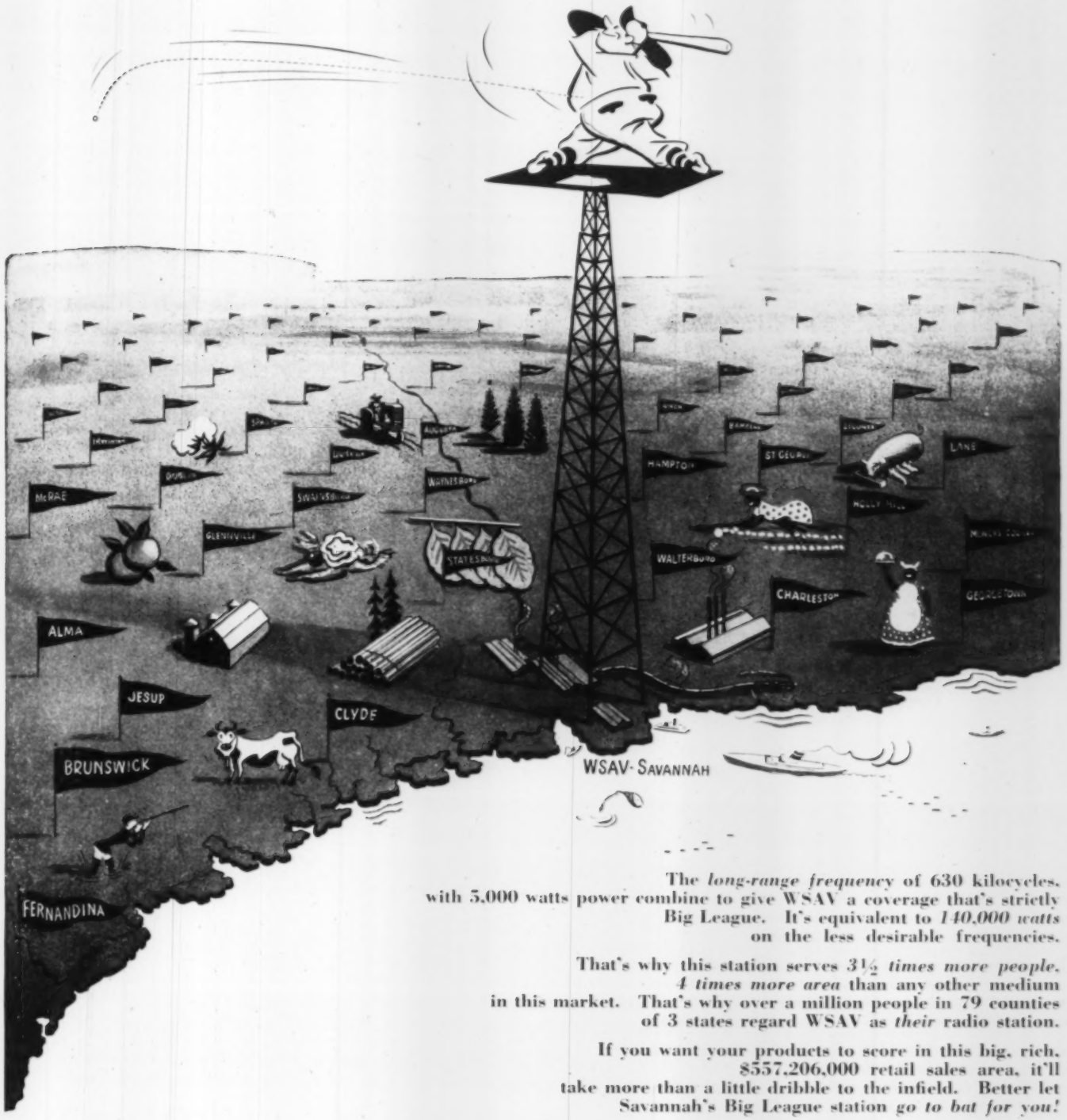
In reply to Chairman Wayne Coy's queries, Dr. Engstrom indicated RCA hoped "tentative standards" could quickly be agreed upon to expedite field testing. Asked his opinion from engineering point of view, he agreed best way to settle problem would be to field test all color systems for six months under tight timetable and plan set by FCC. He also told Chairman Coy RCA was ready to take equal risk in development of both color and black-and-white. RCA's official said his firm was convinced of principles in its color system but was still studying some aspects.

Comr. Hennock sharply criticized lack of firm evidence on color TV and warned industry not to "kid us as a government agency about your willingness" to bring out new system now.

Dr. George H. Brown, RCA research engineer, appearing Friday afternoon and to continue this week, outlined how RCA system works [TELESTATUS, Sept. 12]. Under query he explained present monochrome quality could be done on 3 mc channel using band-saving methods in RCA color system.

FCC meanwhile denied DuMont petition to require comparative demonstrations of black-and-white at initial color showings of RCA and CBS, but granted request that color companies make advance disclosure of "the schedule and content" of those showings. RCA and CBS have both said they will have black-and-white receivers available for comparative purposes, FCC noted.

We're batting a solid 630!



The *long-range frequency* of 630 kilocycles, with 5,000 watts power combine to give WSAV a coverage that's strictly Big League. It's equivalent to *140,000 watts* on the less desirable frequencies.

That's why this station serves *3½ times more people, 4 times more area* than any other medium in this market. That's why over a million people in 79 counties of 3 states regard WSAV as *their* radio station.

If you want your products to score in this big, rich, $557,206,000 retail sales area, it'll take more than a little dribble to the infield. Better let Savannah's Big League station *go to bat for you!*

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

IT HAPPENED in Flint!

● There's a big BOOM in this automobile manufacturing town. During the month of August, an all-time record for employment was established . . . even surpassing the highest wartime peak.

August marked a gain of 2,130 in total employment, bringing the total employment picture to 102,590—climbing far above the wartime high of 101,900, and exceeding by 28,150 the year 1940, a good normal year without a wartime stimulus. In addition, Flint's 3.6 per cent of unemployment is amazingly low compared with 9.4 per cent—the average throughout Michigan.

Average earnings are high, too. In July of this year, average weekly income was $74.35, compared to $71.18 in June. It was $65.98 in June a year ago!

Sure, business is good in Flint! Local advertisers—as well as national advertisers—get their share of the $288,000,000 spent annually at retail by telling their sales story to WFDF's cash-loaded audience. And speaking of audience . . . WFDF, Flint's first station, delivers more listeners than the other four local stations combined—in every time period.

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

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James Montagnes.

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* Reg. U. S. Patent Office

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ONLY ON CBS

...do you hear the greatest performers in American radio

...do you get the biggest, and the biggest average, ratings in all radio

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (158)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Author Meets Critic (5)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Hollywood Calling S
6:45	"	"	"	"
7:00	Think Fast S	Amer. Tob. Co. Jack Benny (188) R	Adv. of the Falcon S	Gruen Watch Hollywood Calling (163)
7:15	"	"	"	"
7:30	TBA	Lever Bros. Amos 'n' Andy (150)	7:30-7:55 The Saint	Rexall Co. Harris-Faye (163)
7:45	"	"	7:55-8 Ronson Art Metal, J. Desmond (441)	"
8:00	Old Gold Stop the Music (173)	Coca-Cola McCarthy Show (171) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (170) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (16)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Co. Helen Hayes (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Burlsen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Shelah Graham	Bayer Aspirin American A. of F. Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co. Contested Hour (173)	CBC Theatre	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	Organ Music S	Dress Parade S	Flavored with Flutes	Pet Milk Kay Armen (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and— S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (24)
7:00	Co-op Headline Edition (53)	P & G—Dreft Beulah (81) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (13) R	Nozzema Gabriel Heatter (214)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Rex Maupin S	Bromo Seltzer Inner Sanctum (157) R	National Biscuit Straight Arrow (279)	A. A. of RR's Railroad Hour (163)
8:15	"	"	"	"
8:30	Ella MacTime	Lever-Lipton Arthur Godfrey Talent Scouts (156) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (262)	"	"	"
9:00	Kate Smith Calls S	Lever-Lux Lux R. Theatre (176)	Murder by Experts S	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	"	"	Secret Missions	Cities Service Band of America (181)
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (57)	Lyr.-Pepsodent My Friend Irma (150)	Commentators MBS Newsreel	TBA
10:15	Kate Smith Calls S	"	"	"
10:30	"	R. J. Reynolds Bob Hawk (160)	Dance Music	TBA
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And— S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G-Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G-Dreft Beulah (81) R	Fulton Lewis jr (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G-Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter Spy (258)	Campbell Soup Club 15 (152) R	Rhodes Pharm. Gabriel Heatter	Park Sheraton Hotel Orchestra S
7:45	Amer. Oil Co.	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (26)
8:00	Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Gregory Hood S	Dupont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P Tth Pwdr Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co Me & James (151)
8:45	"	"	"	"
9:00	"	Gulf Oil We the People (126)	John Steele Adventurer	Lever-Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Life with Luigi S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (162)
9:45	We Care S	"	"	"
10:00	Time for Defense Starts 10 25 S	DeSoto Plym'th Hit the Jackpot (172)	Commentators MBS Newsreel	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	A.F. of L. As We See It	Jimmy Dorsey Orchestra	Dance Orchestra	Brown & Wmsn. People are Funny (164)
10:45	C. of C.	"	"	"

WEDNESDAY

	ABC	CBS	MBS
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips
6:15	"	You And— S	"
6:30	"	No network	"
6:45	"	P & G-Ivory Lowell Thomas (78)	"
7:00	Co-op Headline Edition (53)	P & G-Dreft Beulah (81) R	Fulton Lewis jr (291)
7:15	Co-op Elmer Davis (46)	P & G-Oxydol Jack Smith (84)	Dinner Date S
7:30	General Mills Lone Ranger (175)	Campbell Soup Club 15 (13) R	R. B. Semler Gabriel Heatter (215)
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery
8:00	Amazing Mr. Malone S	Mr. Keen	Can You Top This S
8:15	"	"	"
8:30	Petr. Wine Co. Sherlock Holmes (175)	Campbell Soup Dragnet (14)	International Airport
8:45	"	"	"
9:00	Starring Boris Karloff S	Ephemeral Greatness	Scattergood Baines
9:15	"	"	"
9:30	The Croupier S	Lincoln Mercury Family Theatre	Family Theatre S
9:45	"	"	"
10:00	Miller Brewing Lawrence Welk (26)	Ruthrauff & Ryan (6)	Commentators MBS Newsreel
10:15	"	"	"
10:30	On Trial S	Camel	Dance Music
10:45	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Wings Over Jordan	Cameos of Music 9:30-10 On avail. stations S
9:45	"	Trinity Choir	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Salvation Co. V. Lindlahr (69)	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City TabernacleS	Northwestern U Review S	News Hilites S
11:45	"	"	"	Compana Solitair Time (19)
12:00 N	Fantasy in Melody S	Invitation to LearningS	College Choirs	Greystone Press Mr. Fixit (43)
12:15 PM	Foreign Reporter S	"	"	On the Village Green S
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Song Salesman S	Charles Collingwood S	Doubleday News	America United S
1:15	Here's Hollywood S	Elmo Roper S	Charles Kenton Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G Co. Welcome Travelers (141)
10:15	"	Lee & Wilbroot Arthur Godfrey (156) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (172) R	Say It with Music	Kraft Foods Marriage for Two (148)
10:45	*See Footnote	National Biscuit Arthur Godfrey (172) R	"	Sealtest Dorothy Dix at Home (77)
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (178) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Your Marriage	Dr. Paul S
11:30	Pick a Date with Buddy Rogers	Continental Baking Grand Slam (48)	Red Benson Show	Prudential Ins. Jack Berch (136)
11:45	"	P & G Rosemary (88)	"	A. T. Babbitt Lora Lawton (135)
12:00 N	Pillsbury Mills Houseparty (216)	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	TBA
12:15 PM	" *	Lever Bros. Aunt Jenny (84)	Doubleday Quiz Show	Music
12:30	Out of Service	Whitehall Helen Trent (185)	Burrus Mills Light Crust Dough Boys	Hometowners
12:45	"	Whitehall Our Gal Sunday (158)	G. Heatter's Mail Bag	Echoes from the Tropics
1:00	Co-op Bankhage (92)	P & G Big Sister (93)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (96)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	TBA	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Shoppers' Special S		News	Brown & Wmsn People are Funny (17)
9:45	"	Farry-Morse Garden Gate (32)	"	"
10:00	At Home with Music S	M & M Ltd Joe Di Maggio (15)	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	Junior Junction S	Music for You S	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co. Lassie (163)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dunn S	Lever Bros. Junior Miss (167)	Georgia Crackers	Brown Shoe Smilin' Ed McConnell (162)
11:45	"	"	Miscellaneous	"
12:00 N	Harmel & Co. Girls' Corps (208)	Armstrong Cork Theatre of T'day (166)	Man on the Farm	Barrisault Washington News
12:15 PM	"	"	"	Americans the World Over S
12:30	American Farmer S	Pillsbury Mills Grand Gen. Sta (1.0)	Swaky Mt. Hayride	Adventures of Archie Andrews S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (167)	Armyas Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

SUNDAY

	ABC	CBS	MBS
1:30	Fine Art Quartet S	Treasury Bandstand S	American War
1:45	"	"	Mich O'Dr
2:00	Around th World (120) S	Longines-Wittnauer Choraliers (163)	Cham Mu
2:15	"	"	"
2:30	Co-op Mr. Presid	Syracuse Pinos S	Co-o Bill Gunn (55
2:45	"	"	Veteran to Kn S
3:00	Frankard Tr Harrison (75)	N. Y. Philharmonic Symphony Orch. S	Treas Variety
3:15	P. J. Gia Betty Cla (18)	"	"
3:30	Libre. Lyce Lutheran Ho (190)	"	General Juvenile (223
3:45	"	"	"
4:00	Voice for Live S	"	General House M (482
4:15	"	"	"
4:30	Million Co Opera Albu	Sunday at the Chase S	Wm. Ga Private Inv (380
4:45	"	"	"
5:00	Family Classic S	Music for You	Grace L D.L.&W. The Sha
5:15	"	"	"
5:30	Goodyear T Greatest D Ever Tol (84)	Longines-Wittnauer Longines Symphonette (184)	William True Det Mysteries
5:45	"	"	"

XUM

TUESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:29 S
"	Sketches in Melody 6:29-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Dinner Date S	Miles Labs. News of World (151)
H. B. Sumler Gabriel Heatter (215)	Park Sheraton Hotel Orchestra S
I Love A Mystery	Pure Oil Co. Kaltenborn (32)
Can You Top This S	Philip Morris This Is Your Life (145) R
"	"
International Airport	Kraft Foods Co. Great Gildersleeve (153)
"	"
Scattergood Baines	Bristol Myers Break the Bank (163)
"	"
Family Theatre S	Bristol Myers Dist. Attorney (153)
"	"
Commentators MBS Newsreel	Am. Cig. & Cig. The Big Story (165)
"	"
Dance Music	Mars Candy Curtain Time (145)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And— S	"	Clem McCarthy 6:15-6:29 S
"	No network	"	Sketches in Melody 6:29-6:45 S
"	P & G-Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (52)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (143)
Pepsi-Cola Counter Spy (258)	Campbell Soup Club 15 (153) R	Rhodes Pharm. Gabriel Heatter	Echoes from the Tropics S
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)
The Eye S	P & G-Lava FBI (149)	California Caravan	G.F.-Jello Aldrich Family (150)
"	"	"	"
TBA	Whitehall Mr. Keen (149) R	Mail Pouch Fishing & Hunting Club (133)	G.F.-Maxwell Father Knows Best (155) H
"	"	"	"
Old Gold Orig. Amateur Hour (173) *	Auto-Lite Suspense (169)	Comedy Playhouse	Screen Guild Players
"	"	"	"
"	Philip Morris Crime Photog. (149)	"	Blatz Brewing Duffy's Tavern (1.5)
"	"	"	"
Revere Camera Name the Movie (50)	Hall Bros. Hallmark Playhouse (138)	Commentators MBS Newsreel	Chesterfield Supper Club Perry Como
"	"	"	"
Someone You Know, Mental Health Series S	Camsana Sales First Nighter (62)	Dance Music	TBA
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And— S	"	Clem McCarthy 6:15-6:29 S
"	No network	"	Sketches in Melody 6:29-6:45 S
"	P & G-Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (52)	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (151)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (153) R	Gabriel Heatter	The UN Is My Beat.
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
Norwich Phar Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (151) R	TBA	Dean Martin-Jerry Lewis Show
"	"	"	"
Equitable Life This Your FBI (221) R	Gen. Fds.-Jello My Favorite Husband (153) R	Music	TBA
"	"	"	"
H. F. Heinz Co. Adventures of Ozzie & Harriet (97) Start 10 14	Am. Tob.-Rio-T. Leave it to Joan (173)	Air Force Hour	Pabst Sales Co. Life of Riley (151)
"	"	"	"
Pac. C. Borax The Sheriff (191)	Breakfast with Burrows S	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (162)
Ch. Spark Plug Roll Call (215)			
Gillette S. R. Co. Gillette Fights (279)	Dance Orchestra S	Commentators MBS Newsreel	Mars Inc. Dr. I. Q. (131)
"	"	"	"
"	"	Dance Music	Cal Fstm. Post Sports Newsreel (139)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
Fantasy in Melody S	News Bancroft S	Modern Music	Horse Races
Church of Nation S	Memo From Lake Success	"	Religion in the News S
Co-op H. Wisner	U. S. Army Red Barber (171)	Music	NBC Symphony Orchestra S
Rendezvous with Song S	News John Daly S	Mel Allen	"
Harmonaires S	Johnny Dollar S	Hawaii Calls S	"
Co-op Bert Andrews	"	"	"
Richfield Sports Reporter (54)	R. J. Reynolds Vaughn Monroe (160)	Helbros Quick As A Flash	Fatima Dragnet (140)
It's Time for Music S	"	"	"
Chandu, The Magician Co-op Start 10 15	Wrigley Gene Autry (169)	Ronson Metal 20 Questions (201)	Am. Home Prod. Hollywood Star Theatre (53) H
"	"	"	"
Gregory Hood's Casebook S	Philip Marlowe S	Take a Number	P & G-Duz Truth or Consequences (142)
"	"	"	"
TBA	General Foods Gangbusters 81 R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (164)
Musical Etchings S	"	"	"
Hollywood By Line S	Escape S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H
"	"	"	"
Phillips Petrol. Nat. Barn Dance 68 *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H
"	"	"	"
Shamrock Hotel Bands S	Carter Prod. Sing It Again 149	"	R. J. Reynolds Grand Ole Opry (159)
	Sing It Again S	"	"

SUNDAY

CBS	MBS	NBC
Treasury Bandstand S	American Radio Warblers	U of Chicago Round Table S
"	Micheal O'Duffy	"
ongines-Wittnauer ellers (163)	Chamber Music	NBC University Theatre S
"	"	"
ception Piesa S	Co-op Bill Cunningham (55)	"
"	Veteran Wants to Know S	"
Philharmonic Symphony Orch. S	Treasury Variety Show	One Man's Family S
"	"	"
"	General Foods Juvenile Jury (223)	Miles Labs. Quiz Kids (162)
"	"	"
"	General Foods House Mystery (482)	Living—1949
"	"	"
Sunday at the Chase S	Wm. Gargan Private Investgr. (388)	Voices and Events
"	"	"
Music for You	Grove Labs D.L.&W. Coal The Shadow	TBA
"	"	"
Longines-Wittnauer Longines Symphonette (194)	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (154)
"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (87)	TBA	Co-op George Hicks S
Listen to This S	P & G Guiding Light (82)	Checkerboard Jamboree	Easy Listenin'
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (93)	Ph. Morris (277) Miles Lab. (422) Queen for Day	Campbell Soup Double or Nothing (133)
"	P & G Perry Mason (114)	"	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (153)	Ladies Fair	General Mills Today's Children (71)
"	P & G Brighter Day (82)	"	General Mills Light of World (71)
See Footnote	Babbitt David Harum (55)	Eva Poole Show	P & G Life-Beautiful (149)
"	Miles Labs. Hilltop House (130)	"	P & G Road of Life (149)
Philip Morris Ladies Be Seat'd (209) * Start 10 24	Garry Moore Show S	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (151)
"	Pillsbury Mills Galen Drake (210)	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Tune Trio S	"	"	Sterling Drug Stella Dallas (146)
Melody Promenade S	Treasury Bandstand S	Hoedown Party	Sterling Drug Lorenzo Jones (146)
"	"	"	Sterling Drug Y. Widder Brown (146)
See Footnotes	Chicagoans S	Bobby Benson	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues-Thurs S. Arrow (343)	General Foods Portia Faces Life (89)
"	Hugo Mainz Orchestra S	M-W-F. Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (148) R	Capt. Midnight Wander (161)	Whitehall Front Page Far' (59)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed, Blue S	Toni Co. Give and Take (149)	Dance Orchestra	Report on America S
"	"	"	Report on Europe S
College Football Games S	Borden County Fair (167)	Football	Echoes from the Tropics S
"	"	"	"
"	Football Round-up S	"	Football Game
"	"	"	"
"	"	"	"
"	"	"	"
"	"	"	"
"	"	"	"
Tea and Crumpets	"	Sports Parade	"
"	"	"	"
"	Make Way for Youth S	Dance Music	Music
"	"	"	Hunt Club Dog Fd., Confidential Closeups (198)

"EXPLANATORY: LISTINGS IN ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE. S SUSTAINING; R RE-BROADCAST WEST COAST; TBA TO BE ANNOUNCED. TIME IS EST."

ABC

9:55-10 PM Thurs., Personality, Portraits, summaries.

10:15-30 AM Tues. & Thurs., Sterling Drug sponsor My True Story 94 stations.

10:30-10:45 PM Saturday, National Barn Dance, Phillips Petroleum Co. interest.

10:30-10:45 PM Sat., Earl Godwin in East.

10:30-10:45 PM Sat., Irving Fields in East.

10:45-11 AM Mon., Wed. & Fri., Sensation Co. V. Lindsay, 66 stations.

10:45-11 AM Tues., Club Aluminum Products Co., Club Time, 65 stations.

10:45-11 AM Wed., Radio Offers Co., Housewives Moneymaker, 60 stations.

10:45-11:30 PM Mon.-Fri., Walter Kiernan with One Man's Opinion with Philip Morris announcing sponsorship 10/24 over 207 stations.

11 PM Mon., Wed. & Fri., Quaker Oats sponsor Talk Your Way Out Of It over 207 stations.

11 PM Tues. & Thurs., Greatness Prize sponsors My Fib Is over 87 stations.

11:30 PM Tues. & Thurs., "TBA"

11:30 PM Thurs., Wednesday Night Fights sponsored by Gillette Safety Razor Co. over 207 stations.

11:30 PM Fri., Wrestling Outs sponsored by Gillette Safety Razor Co. over 207 stations.

11:30 PM Sat., Sports Review sponsored by Gillette Safety Razor Co. over 207 stations.

BROADCASTING
TELECASTING

Looking for the biggest?

With most of radio's top-rated shows now on CBS, most of New York's best-position station breaks are on WCBS.

Better still—thanks to our *average-rating* rotation plan, every WCBS station break advertiser enjoys the greatest monthly circulation *at the lowest cost per thousand.*

Ask WCBS or Radio Sales how—for surprisingly little—you can reach *all* the big audiences attracted by the greatest nighttime schedule in the history of radio.

XUM

"THE PEA APHID STRUCK the vetch crop here with all its might. . . . Personnel of this unit began searching for ways and means of eradication. About all we knew about it was what we heard over your program. . . . As a result of your broadcast, approximately 1,500 or 2,000 acres of vetch were dusted in this vicinity. . . . 75 to 80 percent of the men who dusted got 95 to 100 percent kill."

J. L. COPPEDGE, *Soil Conservation Service*

"PEACHES ON MORE THAN 52,000 TREES near Mexia were ready for picking, but we didn't have a market. The day after Murray mentioned the fact on his farm broadcast, trucks poured in from everywhere. Our crop was entirely sold out. WFAA did it, and we can't thank you enough!"

RIP MCKENZIE, Mexia, Texas

"The radio program Murray Cox put on last year made **A MILLION BUSHELS OF CORN** this year."

W. A. MORGAN, *County Agent*, Henderson County

WFAA and WFAA FM

820 KC • NBC • 570 KC • ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

SCHICK - TO GET RID OF WHISKER RESISTANCE

SPOT - TO GET RID OF SALES RESISTANCE

When Schick promotes their new electric shaver, their commercials say, "A better shave it's got to be." And they're backing up their offer of this streamlined whisker mower, with a guarantee of satisfaction or your money back.

Schick has launched a big new advertising plan and they are counting on spot radio to cut a mighty swath from coast to coast.

This slick Schick trick may well be the answer to your selling problem, too. . . .

XUM

ANY ADVERTISER CAN . . .

AND MOST ADVERTISERS SHOULD

. . . USE *SPOT RADIO*

Most of the most successful spot campaigns call on the facilities of these great stations . . .

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls--St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA

Oklahoma City's
Only 50,000 Watt Station

TWO WORDS WILL TELL YOU ...
all you want to know about "Tommy's Variety Store".

IT SELLS.

HOUSE wives find it stimulating, interesting, gay and fast moving. This is why 25 national, regional and local sponsors are selling the rich Oklahoma market with KOMA's own singing disc-jockey, Tommy Allen.

KOMA's convincing sales pitch covers 60% of the entire state.

Write or call today for the complete picture of why KOMA is Oklahoma's selling powerhouse.

J. J. Bernard
General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

Agencies

TRELL YOCUM, vice president of Fletcher D. Richards Inc., New York, elected to board of directors.

BERTRAM TUNNELL, formerly in advertising department of Strawbridge & Clothier, Philadelphia department store, joins John Falkner Arndt & Co., same city, as assistant to **ROBERT CHAPIN.**

RICHARD PENN, former foreign advertising manager and for last 12 years general manager of Latin American subsidiaries for Colgate-Palmolive-Peet, Jersey City, N. J., appointed a vice president of Grant Adv. Inc., New York, in charge of international division.

Mr. Penn

WESTHEIMER & Co. and **FRANK BLOCK & Assoc.,** both St. Louis, merge to form **Westheimer and Block.** New firm will occupy offices at 315 North 7th St., St. Louis.

BRAY & PAZOLT Adv. has been formed with offices at 53 State St., Boston 9. Mr. Bray formerly was with J. Walter Thompson Co. and Benton & Bowles, New York. Mr. Pazolt has been active in commercial art in Boston for many years.

REX FARRALL, former executive of H. M. Klingensmith Adv., Canton, Ohio, announces formation of his own agency, **Rex Farrall Inc.,** same city. He also was former advertising staff member of Climalene Co., Canton.

HAL STECK, radio copy chief at McCann-Erickson Inc., New York, resigns to enter freelance field, heading his own organization which will offer complete radio and TV writing service to the trade.

JOHN J. DANIELS, formerly account executive with Cory Snow Inc. and John C. Dowd Inc., both Boston, joins Arnold & Co., same city, as account director.

ROBERT B. KANE, formerly advertising salesman for *Mademoiselle,* and **SYLVIA HARRIS,** formerly with Abbott Kimball Co. and R. H. Macy, both New York, join Fletcher D. Richards Inc., New York. Mr. Kane will supervise all merchandising and sales promotion for U. S. Royal fabrics, and Miss Harris will be in charge of advertising for textile division.

MANSON M. STEFFEE, recently wth Norman Malone & Assoc. and formerly with McDaniels, Fisher & Spelman, both Akron, Ohio, joins copy staff of VanSant, Dugdale & Co., Baltimore.

JAMES F. VAN KENNEN, formerly assistant to president and Aluminum Div. sales manager of Reynolds Metals Co., Richmond Va., joins Chicago office of Fuller & Smith & Ross Inc. as account executive.

BREWSTER MORGAN, television director of Compton Adv., New York, is in Hollywood for month supervising pre-production of Procter & Gamble TV film series.

TEDD JOSEPH, formerly in New York office of Foote, Cone & Belding International, appointed manager of firm's central European office in Bienne, Switzerland. Mr. Joseph who moved to Swiss office early this year, will coordinate campaigns for accounts in Switzerland. Agency is handling in international markets as well as U. S.

PETER A. KRUG, formerly radio buyer for Hicks & Greist Inc., New York, named director of radio and television for firm.

PAUL SCHLESINGER, joins Tatham-Laird, Chicago, as radio and television timebuyer after working two and one-half years as sales service manager for Western office of CBS in Chicago. At CBS he serviced accounts for Lever Bros., Toni, Pillsbury, Miles Labs and Wrigley.

W. P. BOOTH resigned from Ted Bates Inc. to rejoin the Biow Co., New York, as an account executive on Procter & Gamble account.

WILLSON TUTTLE, vice president and radio director of Ruthrauff & Ryan Inc., New York, is in Hollywood for a week.

RUSSELL PIERCE, former vice president in charge of public relations for Abbott Kimball Co., San Francisco, joins **ERNEST J. HODGES** in organization of new public relations firm, Hodges, Pierce & Co. **FRANCES M. KEITH,** former Abbott Kimball vice president and accounts executive, and **FRANCES L. COOPER,** formerly advertising representative of Fairchild Publications, form Keith-Cooper Sales Development Co.

New Addresses: CHAS. A. WHITE Jr. & Co. moves to larger quarters at 43 Walnut St., Philadelphia. This is agency's second expansion since its inception in January 1948. **KRONSTADT Adv. Agency** moves to 711 14th St., N.W., Washington.

Johnny's telling another story!

IT'S NO NEWS that Johnny Deegan, KYW's popular midday platter spinner, has a good hold on the Philadelphia area's listening audience from 12:05 to 1:30, five days weekly.

But we learned even more about Johnny's pulling power.. from International Correspondence Schools!

Our textbook was a note from Mr. Leonard R. Buck, I.C.S. representative in the Pottstown district. Writes Mr. Buck:

> Dear Johnny:
>
> Yesterday I interviewed a student whose wife was listening to your show. Every time you started to tell a story, she would quiet us. During the half-hour interview, she shhhhed us at least four times. That's my impression of real appreciation!
>
> Incidentally, I hear your program at home during lunch, and in the car traveling to and from appointments. And it's surprising how many homes I get into where your program is tuned in.

Here indeed is further proof of KYW's consistent and *intensive* coverage of the nation's third market! Whatever your product, whatever the time of your program, you can count on a huge and responsive audience when you tell your story on KYW. For availabilities, check the KYW sales staff or Free & Peters.

KYW

Philadelphia
50,000 Watts
NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

introducing——

Bill Frosch

sparkplug of Indianapolis' Personality Station

Bill is our "ACE of all trades" (and master of them all). As program director he's the inspiration, the coordinator, the driving force that gives WISH shows the "kick that clicks" with listeners. Bill is not only a personality in his own right—with Shopping Newsical and the Jackpot Quiz Show—but he has that boundless enthusiasm that has helped build the WISH reputation as Indianapolis' Personality Station.

Another important WISH "personality" featured in our long string of successful shows programmed locally.

WISH

1310 kc INDIANAPOLIS · A-B-C NETWORK

FREE & PETERS, *National Representatives*

George J. Higgins, General Manager

New Business

CONSOLIDATED ROYAL CHEMICAL Co., Chicago (Peruna, Kolar-Bak), sponsors quarter and half-hour transcribed shows in 30 markets starting today for 20 weeks through H. O'Neil Adv., Chicago [CLOSED CIRCUIT, Aug. 15.]

PILLSBURY MILLS Inc., Minneapolis, appoints Irwin Vladimir & Co., New York, to handle its export advertising. Radio will be used.

VICTOR STORAGE & MOVING Co., Chicago, names Wright & Assoc., same city, to handle its advertising. Radio is used.

AMERITEX DIV. of Cohn-Hall-Marx, New York, through its agency Dorland Inc., New York, starts first venture into television on *And Everything Nice* program on WABD (TV) New York. Show features Maxine Barrett, dancer and mistress of ceremonies and stylist.

MISSION-PAK Co., Los Angeles (fruit packer), planning extensive five-week radio and television campaign in Los Angeles area in early November. Firm to run five weekly television film spots on all Los Angeles TV stations and radio spots totalling 1,700 on 16 stations. Agency: Brisacher, Wheeler & Staff, Los Angeles.

DEAN MILK Co., Chicago, names Leo Burnett Agency, same city, to handle its advertising. Radio and television are being considered, but decision will not be made by client for at least one month. Products to be advertised are Dean's milk, evaporated milk, ice cream and Chocolate Dairy Drink.

TRAD TELEVISION Corp., Asbury Park, N. J. (theatre size television), appoints Cayton Inc., New York, to handle its advertising. Radio and television are being used.

LEWIS FOOD Co., Los Angeles (Dr. Ross Dog & Cat Food), currently running spot schedule on three Los Angeles TV stations, starts one weekly spot for 26 weeks on KING-TV Seattle, with plans to increase schedule on station later. Agency: Rockett-Lauritzen, Los Angeles.

JAMES B. CLOW & Sons, Chicago (plumbing and heating supplies), names Symonds & MacKenzie Agency, same city, to handle its advertising. Radio may be used in cooperation with New England liquid petroleum dealers next year. Account executive: **MORSE ELY.**

NORTHAN WARREN Corp., Stamford, Conn., appoints J. M. Mathes to handle advertising for Odo-Ro-No products, and Abbot Kimball Inc., New York, to service advertising for its Cutex manicure line.

LOUIS MILANI FOODS Inc., Maywood, Calif., (1890 French Dressing) starts 13-week television spot campaign on ten stations in four cities. Filmed spots to run one weekly on KNBH (TV) KECA-TV KTTV (TV) KTLA (TV) Los Angeles; WNBQ (TV) WGN-TV WENR-TV WBKB (TV) Chicago; KGO-TV San Francisco, WTVJ (TV) Miami. Agency: Jordan and Co., Los Angeles.

Network Accounts • • •

RALSTON PURINA Co., St. Louis, for its cereal products, signs for *Tom Mix and His Straight Shooters* on MBS Mon., Wed. and Fri., 5:30-6 p.m., CST. Agency: Gardner Adv., St. Louis. Program, which stars Curley Bradley as Tom Mix, will originate at WGN Chicago.

BIGELOW-SANFORD Co., New York, moves *Bigelow Show* from NBC to CBS-TV effective Oct. 5. Show is telecast Wed., 9-9:30 p.m. Agency: Young & Rubicam, New York.

KRAFT FOODS Ltd., Toronto (margarine), starts for 26 weeks *The Great Gildersleeve* for first time in Canada on 25 Dominion Network stations, Wed. 8:30-9 p.m. Agency: J. Walter Thompson Co., Montreal.

LEWIS-HOWE Co. (Tums), through its agency Dancer-Fitzgerald-Sample, New York, will replace its present show *Me and Janie* on Nov. 8 with new program featuring Fannie Brice. Show is heard Tues., 8:30-9 p.m. on NBC.

HOUSEHOLD FINANCE Corp., Chicago, sponsors *The People's Platform* Fri., 10-10:30 p.m., EST on CBS-TV starting Oct. 7 through LeVally Inc., Chicago. Live and film commercials will be used. HFC last fall sponsored *Barry Wood Show* on CBS-TV.

(Continued on page 20)

WDAY GETS NATION'S HIGHEST HOOPERS—

MORNING, AFTERNOON, NIGHT!

THIS is not a fairy story . . . it's a Hooper story:

For five consecutive months, (Dec. '48 thru Apr. '49) WDAY had the highest Share-of-Audience ratings—Morning, Afternoon and Night—of all stations in the country!
What's more, we expect to get it again for the next 5-month period!

In addition to this amazing urban superiority, WDAY also has tremendous rural listenership. A new booklet gives facts and figures on some typical campaigns over WDAY—box-top premium offers, mail-order sales, and mail-pull response to prize contests. The number of replies, cost-per-reply and comparative costs paint an impressive picture of WDAY's large and loyal audience throughout the Red River Valley.

Get this new booklet today! It will convince you that WDAY is indeed one of the most fabulous stations in the nation, located in one of the most fabulous farm regions!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Re: Editorial Names

EDITOR, BROADCASTING:

I have a suggestion even better than that of L. Herschel Graves [OPEN MIKE, Sept. 5] that radio editorials be called "radiotorials," and I might as well come right out with it. My suggestion is that they be called "editorials," or even, in extreme cases, "radio editorials." This may be treason, and it may be too subtle; but I believe that it would tend to put radio editorializing on a level with other editorializing—a calling that has built its dignity for some hundreds of years—rather than with the beautologist, the realtors, and the morticians.

Mitchell V. Charnley, Prof.
School of Journalism
U. of Minnesota,
Minneapolis

* * *

Re-Capp-itulation

EDITOR, BROADCASTING:

In the Sept. 19 issue of BROADCASTING under the heading of "De-Cappi-itated" one of your writers sort of reviewed my appearance on a television forum on the subject of "Radio" and the FCC ban.

Your boy said "His (Capp's) presence in a forum was not easily explainable. One wonders why he strayed so far afield to criticize the strangling of art by commerce."

Now, it worries me that your boy finds my presence on a forum about radio not easily explainable, so I will explain it to him. I have listened to radio for 20 years, night and day. This makes me one hell of authority on the subject. In addition to that I don't work for a magazine that takes radio advertising so I'm absolutely free to say what I choose. The explanation, then, is, first, that having done the most painful sort of research on radio (20 years of listening), I know what I'm talking about; second; that having no tie-up or tie-in with radio, I was able to talk freely, honestly.

I don't want your boy to be further bewildered "wondering why I strayed so far afield to criticize the strangling of art by radio."

So, I'm going to explain that t him, too.

It is because I love radio—think it's one of the greatest gift of man to man. It can bring truth and beauty and honesty and culture and tolerance to the world. Instead it is more often used t distort the truth, to sell shoddy merchandise, to blast our sanity with screaming, howling commercials, to promote the phonies causes, to soften the brains of our housewives with the worst in drama; to frighten and horrify our children with the most blood curdling and sadistic in horror.

It is because I know the wonderful thing that radio COULD b that I am disappointed at the hideous thing it has become.

Your writer closed with the fina triumphant argument that in the very New York paper in which "Li Abner" appears—there also appear ads for deodorants, menstrual aids and cures for excessive body hair. As if that had any thing at all t do with my objection against the worst type of commercial. If your writer will again pick up that New York paper and start to read a news story—he can finish it WITHOUT being interrupted by an endless, yowling ad for a new kind of deodorant. If, in a newspaper he wants to read an ad about a deodorant, he reads it, if he prefers not to—he doesn't have to. He has a free choice. That is not true about radio. If you want to hear the news on radio—you MUST also listen to the commercial . . . for just as long as the sponsor wants to inflict it on you. If you want to listen to music on the radio—you MUST stop and listen to a peddler peddling automobiles, hair lotion, two-pants men's suits.

Your writer knew this when he wrote his li'l piece. Who did he think he was kidding?

Those who defend the evils of radio are not the friends of radio. Those who love it, and who want it to be what it could be, go on the air and blast it. I have never said that I objected to "commerce in radio" as your writer stated. I object to the free unbridled abuse of the radio listener, by those why buy time on the air. I don't think it's good radio, and, most importantly, I don't think it's good selling.

Al Capp

[EDITOR'S NOTE: The boy who wrote the editorial to which Mr. Capp objects does not contend that radio can do no wrong, although he does not believe the evils exist in the abundance that Mr. Capp suggests. The boy marvels that Mr. Capp still has his senses after his hitherto secret, 20-year romance with the sluttish radio. Greater love hath no man, Mr. Capp, than that he should lay down his ears for the singing commercial.]

* * *

Cites Fair Labor Act

EDITOR, BROADCASTING:

. . . For several years I have noticed that some newspapers, particularly the small ones with a circulation of less than 3,000, had been exempt from the Wage and Hour provisions of the Fair Labor Standards Act. The new bill before the House and Senate provides

(Continued on page 15)

Give Some Thought to the
Midnight to 7 a.m. audience
in the Mid South's largest city

"JACKSON'S BEAT"
by
JACKSON

•

The Mid-South's only all night
Disc Jockey

★ Midnight to 7 a.m. *can* mean sales

WHHM

Independent—but not Aloof
MEMPHIS, TENNESSEE

• Patt McDonald, manager

AIMS — Association of Independent Metropolitan Stations

INDEPENDENT METROPOLITAN SALES, representatives

Open Mike

(Continued from page 14)

for exemption of newspapers with a circulation of less than 5,000.

I have been unable to understand why radio stations, particularly small ones which compete with these newspapers, have not been able to gain a similar exemption because as far as I can find out no particular campaign has been waged to get small stations on an equal competition basis, at least in this respect with small comparable newspapers. . . .

John R. Tomek, Lawyer
First American State Bank Bldg.
Wausau, Wis.

* * *

Re: 1950 Census

EDITOR, BROADCASTING:

I have noted with interest your article, "1950 Census, Hauser Explains System for Radio-TV Count," in the current issue of BROADCASTING.

What's Hauser doing, Horsing Around? Where does he get the idea, or where does he get the *information*, that the pubilc is so confused over AM and FM transmission; that FM sets will not be tabulated? This statement coming from the acting director of the Bureau of Census, seems to me, the most stupid statement I have ever read.

In the current issue, you also show the FCC ROUNDUP. In this roundup, you show 738 FM stations on the air; CP's 424. . . .

I think it's high time that the owners of FM stations notify their congressmen and senators and insist that competent heads should be placed at the head of the Bureau of Census before the count starts in 1950. . . .

. . . FM is no more confusing to the public than TV, certainly Mr. Hauser, the acting head of the Bureau of Census, should know this. People are not so dumb as Mr. Hauser many think. . . .

Nathan Frank
General Manager
WHNC Henderson, N. C.

* * *

Adds to AIMS Data

EDITOR, BROADCASTING:

Thanks for the nice coverage of the AIMS meeting. . . .

. . . The story in Sept. 26 issue . . . needs a little clarifying as to:

(1) The major markets such as New York and Chicago have not been invited into AIMS up to now because of our desire to start out the organization among stations from smaller sized markets, and because we did not know enough about the various large market stations to extend a selective invitation to the station we felt might best help our organization.

The membership committee is now studying the major markets and expects to issue some invitations this year.

(2) The statement that all IMS (Independent Metropolitan Sales rep business) stations are members of AIMS is erroneous. IMS is a separate business operation and has no connection with AIMS. Several AIMS stations are represented by IMS but there is no connection between the two.

(3) WMIL at Milwaukee has no FM affiliate. It is all AM daytime. . . .

. . . Our group decided on a promotion committee composed of Jerry Sill, WMIL; Sherman Marshall of WOLF [Syracuse], and Patt McDonald of WHHM [Memphis]. . . .

S. A. Cisler
Vice President
WKYW Louisville

* * *

Educator on Awards

EDITOR, BROADCASTING:

For 13 years the School Broadcast Conference has met in Chicago. We are planning our 13th session for Oct. 18, 19, and 20 at the Sherman Hotel. This meeting is primarily interested in the use of radio in education at all levels—kindergarten through adult education. . . .

We are extremely interested in a greater use of radio as a teaching method in formal education. In recognition of this interest and the part played in it by schools and stations, the School Broadcast Conference annually cites a number of educational programs and the stations which prepared or released them. In many instances these citations are based upon the use made of the program rather than upon its production, writing or other radio techniques.

I call these things to your attention in connection with your editorial "CCNY Deserves an Award" [BROADCASTING, Sept. 19]. That the School Broadcast Conference is meaningful and is fulfilling a need is indicated by the 400 to 500 advance registrations at this early date from educators, school administrators, and school-station operators all over the country. We expect a total registration of approximately 2,000 at our 13th annual meeting. . . .

George Jennings
Director, School Broadcast Conference
Chicago

* * *

Required at WCCO

EDITOR, BROADCASTING:

I would appreciate our receiving six copies of your booklet containing seven articles on "The Business of Broadcasting." As I recall, the seventh article was by Edgar Kobak. It is my intention to distribute these booklets as required reading for our sales personnel. . . .

Alfred J. Harding
Sales Manager
WCCO Minneapolis

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

for profitable selling
INVESTIGATE

WDEL
WDEL-TV
WILMINGTON
DELAWARE

WEST
EASTON
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
WGAL-TV
LANCASTER
PENNSYLVANIA

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago
STEINMAN STATIONS

Feature of the Week

WHEN the Jaycettes of Oak Ridge, Tenn., a local civic group, launched its drive for funds to finance a fly-control program for this government-controlled atomic city, it cracked head-on into a problem. Residents were slow to respond to appeals for contributions and after 18 days of Jaycette solicitation, only slightly more than $100 had been raised toward the $1,200 goal, the cost of two foggings with DDT solution, for the entire residential areas.

At the point where the campaign seemed a failure, WATO moved in. Commercial Manager Harry Weaver set up the machinery for an extensive educational spot announcement campaign to be climaxed with a special Oak Ridge talent broadcast interspersed with various civic speakers. Mr. Weaver turned the general publicity job over to Ruth Jamieson, WATO women's program director, and asked Program Director Art Metzler to handle the special broadcast.

Ten different talent groups and 16 speakers from civic and fraternal organizations in Oak Ridge participated in the five-hour broadcast. Two local cab companies

(L to r) Mrs. Lester Cook, Jaycette member and acting fly control president; Mr. Weaver, and Mrs. George Hudson, Jaycette president and secretary-treasurer of fly control

* * *

gave their services to pick up contributions pledged by phone.

Over $300 was raised during the broadcast period and the impetus of the promotion pushed the drive so near to the goal that the Lions and the Kiwanis Clubs came through with donations that made the quota.

The Oak Ridge health department officials complimented WATO and maintained it had done much to advance sanitation education.

Mr. Robert Barney
Compton Advertising, Inc.
New York City

Dear Bob:

Folks 'round here sez thet it's what th' peepul thinks uv yuh what knows yuh best thet counts. We tho't you fellers ud like ter know what one uv Charleston's leading merchants thinks uv WCHS an' what it does fer folks. I noticed th' new schedule on th' bosses desk, and right smack dab on th' first page is a picture uv Mr. John Arter uv th' Arter Paint An' Glass Co. an' a statement by him. He says thet he never seen no seech results as he gits from his spots on WCHS! Why, he even sed thet within fifteen minutes after one o' his spots is broadcast his telephone is aringin' with orders! Can't beat thet, can yuh, Bob?

Yrs.
Algy

WCHS
Charleston, W. Va.

On All Accounts

IF Al Kabaker ever gets into any trouble, he won't have to go far for legal advice. For, if you were to scratch beneath his present title of manager of West Coast office, Dancer-Fitzgerald-Sample Inc., you would find the initials J. D.—proof that at one time, Al Kabaker tangled with law.

Now tangling with advertising clients, Al, in addition to managing the agency's Hollywood office, supervises production of the three shows originating from there—CBS *Beulah* ("love that Dreft!") *Show* and CBS *Oxydol Show* for Procter & Gamble; and NBC *Me and Janie* for Lewis-Howe Co. (Tums). (Latter show will be replaced Nov. 8 by Fanny Brice *Baby Snooks Show.*

AL

Kabaker the attorney functioned in Chicago between 1932 and 1934 on the payroll of Altheimer, Mayer, Woods & Smith. The job followed graduation from the U. of Chicago Law School. Al pulled down the sum of $65 a week, considering himself lucky because, being in the midst of the depression, many of his fellow-graduates were serving free apprenticeships to employers. With this impressive salary came all the "dirty" jobs that were exclusively relegated to new members of the organization, filing eviction suits and the like. In two years Al decided that there was more to life than evicting people from their homes, and called a halt to his law career.

Reviewing the newspaper experience he'd had in college, he left to take a job with Montgomery Ward as director of press relations. After a year there, he went in search of a more exciting position and ended up in a general executive job with Blackett, Sample, Hummert (now Dancer-Fitzgerald-Sample). Here he was able to utilize his legal background as well as learn the agency business.

In 1942, after five years with the agency, Al turned in his desk temporarily for a uniform when he was commissioned a Lieutenant in the Navy. His Navy career was centered around training programs at Norfolk, Va., and Great Lakes, Ill.

With separation from the Navy in 1945 came the decision that he had no further desire to work in Chicago. It was a convenient time for such a decision. For that was the time that Dancer-Fitzgerald-Sample (which had undergone a change of name during his ab-

(Continued on page 20)

There's a New Bold Look in Northeastern Ohi

IT'S A NEW LOOK because . . .
It sparkles with greater sales result from today's more conservative ad e penditures.
IT'S A BOLD LOOK because . . .
The pattern no longer conforms to ol fashioned and outmoded traditions time-buying.
THREE THINGS HAVE HAPPENE DURING THE PAST TWO YEARS T PRODUCE THIS NEW BOLD LOOK I NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK
in NORTHEASTERN OHIO

Whether you sell . . .

Exquisite **e**rmine or **e**xpensive **e**nsembles for **e**vening **e**vents . . . **e**bony **e**asels for **e**nergetic **e**tchers . . . **e**vergreens for **e**nclosing **e**xclusive **e**states . . . **e**paulets for **e**ager **e**nsigns . . . **e**laborate **e**ncyclopedias for **e**nlightening **e**ducational **e**xaminations . . .

erasers for **e**radicating **e**rrors . . . **e**scalators and **e**levators for **e**legant **e**mporiums . . . **e**xplorers' **e**quipment for **e**quatorial **e**xpeditions . . . **e**ngine **e**vaporators for **e**xpelling **e**xhaust of **e**xploding **e**thyl . . . **e**dition **e**xtras from **e**nterprising **e**ditors . . . **e**ndorsed **e**ngraved **e**nvelopes for **e**vangelists' **e**pistles . . . **e**mbroidered **e**mblems for **e**mployed **e**mbassadors . . .

Electrical **e**lements for **e**lectronic **e**nthusiasts . . . **e**nriched **e**gg **e**clairs for **e**njoyable **e**ating . . . **e**mery for **e**vening **e**xposed **e**dges . . . **e**tiquette **e**ducation for **e**xacting **e**xecutives . . . **e**xcavators for **e**xtracting **e**arth . . . **e**ntertainment **e**xcursions for **e**motional **e**lopers . . . better buy radio . . . better buy WGN!

Yes, Radio Sells . . . that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers . . . and now at a lower cost than ever before. WGN delivered 1,000 homes per average ¼ hour, 7 days a week (6 a.m.-12 mid.) in 1948 for only 88 cents as compared with $1.11 in 1946.* That's a value you can't afford to overlook . . . that's why we say—to get the most out of your advertising dollar . . . Better Buy Radio . . . and for your BEST BUY . . . Better Buy WGN!

*Nielsen Radio Index for February-March and rates as published

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

DETROIT PUBLIC LIBRARY

The Case for

tello-test is the oldest giveaway program in America. It's been on the air continuously for over 10 years. It made radio history on WGN, Chicago, where almost overnight it became the most popular program in the city, achieving and maintaining a Hooper rating of over 10. This WGN quiz became one of the most listened to shows in Milwaukee (90 miles away) and South Bend, Indiana (85 miles away) altho no phone calls were ever made to either town (6.2 rating in Milwaukee). ■ OTHER STATIONS HEARD about the success of TELLO-TEST and wanted to know how to buy it—the Yankee Network, WOR, New York; WJW, Cleveland, and others. And so Radio Features, Inc., was formed and over the years TELLO-TEST grew to the point where now over 150 stations coast-to-coast broadcast this unique telephone quiz. ■ RADIO FEATURES developed a big research department to create clever questions and appropriate ad lib material to go along with the questions. Legal talent examined the laws and all available regulations so that this show would be air tight with respect to lottery. A hundred and one techniques were explored and tested to achieve the best program format, the maximum entertainment and educational values. ■ FROM TIME TO TIME over the years, stations occasionally queried us about the legality of TELLO-TEST. On those occasions, we took the point in question to our attorneys. Each time we were assured that TELLO-TEST is not a lottery. We did even more. We went to Washington and invited the FCC to listen to our show and examine our scripts, and to tell us whether in their opinion TELLO-TEST violated any of the lottery laws. Altho given ample opportunity, at no time did the FCC challenge the legality of TELLO-TEST. We next took TELLO-TEST to the solicitor general's office of the United States Post Office in Washington and asked whether our program in any way violated the lottery laws. After scrutinizing TELLO-TEST, the U.S. Post Office Department wrote to assure us that TELLO-TEST was not in violation of any of the postoffice laws. ■ ABOUT A YEAR AGO, the stunning news was announced by the FCC—proposed regulations to ban giveaways. Along with the networks, our legal battery fought the issues in Washington and then,

If **tello-test** is available in your market, do not pass up the opportunity to investigate its possibilities for you. Rates, descriptive literature, and audition platter immediately available.

XUM

"tello-test"

suddenly, the furor ceased and the pressure was off. ■ AS YOU ALL KNOW, the proposed ban was finally announced last August. But now, strangely enough, we were not unhappy. We had been under the gun for so many years, we welcomed an opportunity to finally settle the matter once and for all in open court—a chance to prove for ourselves and the whole radio industry that the rights of free speech and free expression were not meant to be denied to the medium of radio—the fact that, if a person is called at home and given an opportunity to participate in a quiz contest and thereby win a substantial reward (exactly analogous to quiz contests conducted in radio studios), that because a phone call becomes an element in such a program—this triviality cannot be twisted to construe it as a lottery, a criminal offense according to the statutes of our land. ■ SO WE WENT to federal court, and you all know what happened. It is with restraint that I simply state the FCC arguments appeared to be favored by neither law nor logic, and that they were treated severely by the court. We won a smashing victory, a victory that has grown in proportion as now the new FCC giveaway regulations are suspended until there is a Supreme Court decision. How long this will take is anybody's guess, probably more than a year. ■ YOU WHO BROADCAST TELLO-TEST are safe until then—and I assure you, you will be safe after that because we will be sustained again. It is my opinion that members of the FCC do not like giveaways because of personal and emotional reasons, that the factor of lottery, thin though this may be, is leveled against them as the device to destroy them, and that in the final analysis, reason and the law must prevail. I soberly urge the FCC to discover a way to retreat from its untenable position lest another drastic defeat lessen its prestige and reduce its value to the radio and television industry. ■ MAY I RESPECTFULLY SUBMIT that TELLO-TEST is today, as it always has been, the cleanest giveaway in America. ■ AND IT IS THE MOST SUCCESSFUL local giveaway in America. Our sales were never higher. Our listenership ratings were never higher.

Walter Schwimmer

President

RADIO FEATURES, INC. 75 EAST WACKER DRIVE, CHICAGO 1, ILL.

ARE YOU DYING TO GET READY (Ky.)?

If you just can't wait to get Ready (Ky.) — well, we'll see you *afterwards!* No, WAVE ain't willing, *or* able, to get Ready!

But we've already *got* the Louisville Trading Area, without primping or fussing, and Louisville is one place in Kentucky where realization is a lot better than anticipation! It's a 27-county area where the people are *46% better off* than their country cousins in the *rest* of the State.

WAVE gives you this neatly prepared package, and at a *price that makes sense!* So what say; are you still itching to get Ready — or would you rather get *results?*

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Network Accounts

(Continued from page 12)

GENERAL FOODS of Canada Ltd., Toronto (Jello), today starts for 26 weeks *My Favorite Husband* on 23 Trans-Canada Network stations, Mon. 8-8:30 p.m., with delay to western Canada 11:30 p.m.-12 midnight. Agency: Baker Adv. Co., Toronto.

Adpeople • • •

J. A. FOUCHE, assistant director of advertising and merchandising for Seiberling Rubber Co., Akron, Ohio, becomes manager of new advertising-merchandising department. **JOHN H. FOGARTY,** formerly advertising manager, named assistant manager of department.

W. E. DERMODY, former manager of specialty sales for Gulf Oil Corp., Pittsburgh, appointed advertising manager for company.

JAYNE WIGHTMAN, formerly continuity director of KFBK Sacramento, joins San Francisco Wholesalers & Manufacturers Assn. as publicity coordinator.

On All Accounts

(Continued from page 16)

sence) was seeking a man to manage their Hollywood office. Both got together, and soon Al was on his way to sunny California.

Alvin Kabaker was born in Chicago in 1908. Shortly after his arrival, the family moved to Racine, Wis. When he was eight, they picked up again and made a more prolonged stop at Wellman, Iowa, a comfortable town of 800 inhabitants (all the first names of which he can recite).

Following high school graduation he attended the U. of Michigan for one year. His formal education was completed five years later, in 1932, at the U. of Chicago from where he emerged with his PHB and JD. His education there was really a full one, for not only did he learn what every young lawyer should know, but he obtained newspaper experience as well.

This was gathered with the *Chicago Journal* (now *Chicago Times*) and *Chicago Daily News* for whom he covered all school sports in addition to other assignments.

Had Own News Service

Also during his college career Al started his own news service. This service mainly involved supplying hometown newspapers of visiting teams with information and interviews on them. The business fared well, Al recalls, even if it didn't leave too much time for his studies.

The "better things in life" were not forsaken either during this time. On the musical side, Al made his mark, too. Although he says he was "strictly a note reader," he held up the sole saxophone in the university orchestra. This art he had learned in high school—and has since neglected.

In 1948 a Friend became a wife when Al and Bobbe Friend were married. They share his only hobby at present—the planning of a new home in San Fernando Valley. Right now the Kabakers make their home in Westwood.

'PAY & PLAY'

College Turns Sponsor

THERE are colleges who charge for rights to athletic contests and others who refuse privileges outright, but Ashland College, of Ashland, Ohio, went to the radio market and came away a potentially full-fledged sponsor.

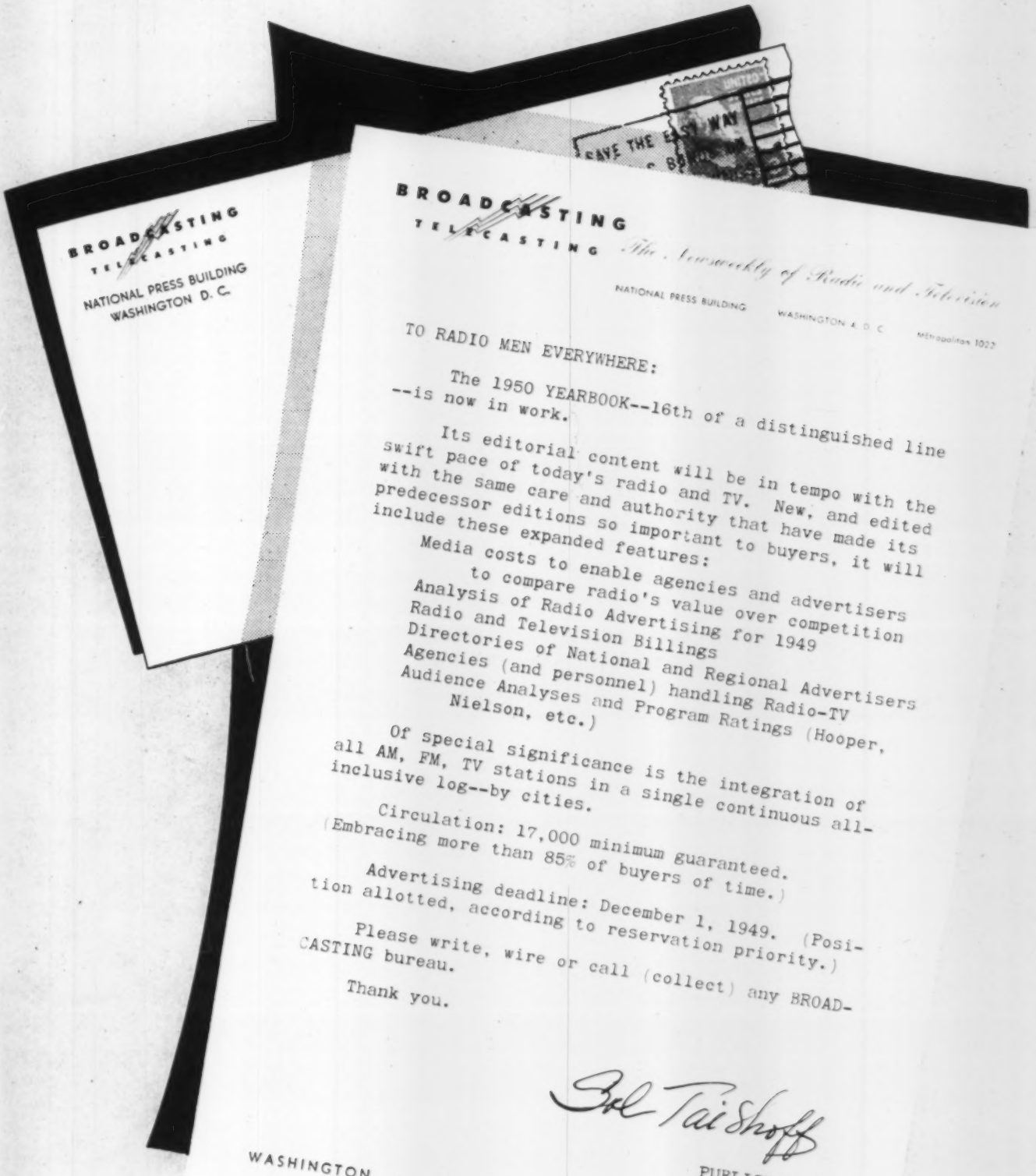
This new departure in radio-college relations has been reported by WATG (FM) Ashland. The college bought WATG facilities for the broadcast of its game with Rio Grande College on the premise that purchase of time would augur for exemplary community service that could not be provided any other way. Aside from that, the college also eyed the sponsorship idea as any practical minded advertiser would.

Ashland used its commercial time to plug night courses for parttime students, day-school enrollment, a concert-lecture series and remarks pertinent to the school's building fund campaign. WATG cooperated by sending staffmen to cover the event at no additional charge for expense other than airtime and line charges. The unusual sponsorship apparently is successful because indications are that Ashland may utilize other sports promotion via WATG.

NCTE Cuts Awards

NATIONAL Council of Teachers of English has announced a single radio award policy, abiding by the lead of the City College of New York in reducing the number of radio awards [BROADCASTING, Sept. 19]. NCTE will give, henceforth, only one award to that program which contributes most to the objectives of the teaching of the language arts, Leon C. Hood, chairman of the Council's Committee on Radio, said. It will be presented in Buffalo at the NCTE annual meeting Thanksgiving Day week. Last year, two citations went to the *Theatre Guild on the Air* and the CBS Documentary Unit.

XUM



BROADCASTING
TELECASTING
NATIONAL PRESS BUILDING
WASHINGTON D. C.

BROADCASTING
TELECASTING
The Newsweekly of Radio and Television

NATIONAL PRESS BUILDING WASHINGTON 4, D. C. Metropolitan 1022

TO RADIO MEN EVERYWHERE:

The 1950 YEARBOOK--16th of a distinguished line --is now in work.

Its editorial content will be in tempo with the swift pace of today's radio and TV. New, and edited with the same care and authority that have made its predecessor editions so important to buyers, it will include these expanded features:

Media costs to enable agencies and advertisers to compare radio's value over competition
Analysis of Radio Advertising for 1949
Radio and Television Billings
Directories of National and Regional Advertisers Agencies (and personnel) handling Radio-TV
Audience Analyses and Program Ratings (Hooper, Nielson, etc.)

Of special significance is the integration of all AM, FM, TV stations in a single continuous all-inclusive log--by cities.

Circulation: 17,000 minimum guaranteed. (Embracing more than 85% of buyers of time.)

Advertising deadline: December 1, 1949. (Position allotted, according to reservation priority.)

Please write, wire or call (collect) any BROADCASTING bureau.

Thank you.

Sol Taishoff

PUBLISHER

WASHINGTON • NEW YORK • CHICAGO • HOLLYWOOD

IT'S EASY, IF YOU KNOW HOW!

SOME radio stations—*and their advertisers*—get thrown for a loss because they don't really know their audiences!

Thanks to 24 years of work and study, KWKH *does* know its particular Southern audience, and the Mar.-Apr. '49 Shreveport Hoopers prove it:

KWKH ranks *first*, Mornings, Afternoons and Evenings, in Share of Audience.

KWKH has a *34.3% greater* Share of Audience than Second Ranking Station, for *Total Rated Periods*.

But Shreveport itself is only the smallest part of KWKH's coverage in this big four-state area. Both mail-pull and BMB figures prove that KWKH gets high listenership throughout its prosperous *rural* areas, as well.

Let us send you any facts you need—*today!*

KWKH

SHREVEPORT Texas **LOUISIANA** Arkansas Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 14 WASHINGTON, D. C., OCTOBER 3, 1949 $7.00 A YEAR—25¢ A COPY

IT'S SERIES TIME

695 AM, 49 TV Outlets Ready for Coverage

THE WORLD SERIES will be carried by more radio and television stations and have a bigger home audience than ever before in the history of the national pasttime. The potential audience is estimated at 75 million persons.

At least 49 television stations were lined up to carry the games while 695 radio stations were definitely committed to air them when the first ball is tossed out Wednesday, Oct. 5.

That the audience would be an eager one also was accepted as gospel because of the baseball appetites fanned by the close pennant races in each big league. The neck-and-neck title races were building up huge listener and viewer bonuses of MBS, holder of the radio and TV rights, and for Gillette Safety Razor Co., sponsor in both media.

Gillette was understood to have paid $375,000 for rights to series —$200,000 for television and $175,000 for radio.

The $200,000 being paid for television gave the video rights a higher price tag than the radio rights for the first time in series history. A. Craig Smith, vice president of Gillette, confirmed that the figures were accurate. The payments are made directly by Gillette to baseball under an exclusive agreement for the series which MBS enjoys. In addition, Gillette must pay MBS time charges at card rates. Last year, time and line charges for seven games gave MBS over $200,000, it was said.

Official baseball figures show that in recent years the payments to baseball for series rights have been as follows: 1948—radio, $150,000 and television, $140,000; 1947—radio, $175,000 and television, $65,000; 1946—radio $150,000; 1945—radio, $100,000.

It was certain, too, that the almost $400,000 including movie television fees, which baseball would get for AM and TV rights, would in no way hurt the series box office. Before the pennant races were even decided, seat sales were enjoying fabulous runs. The Yankees while still in a first-place tie were sold out of reserved and box seats and were rapidly selling out standing room at $4 a head.

Although Gillette will sell its products both on radio and television, with its commercials being piped even into the theatres, it also will devote many announcements to Advertising Council public service projects.

The public service messages will include copy on forest fire prevention, better schools, Community Chest and American economic system campaigns. If the series runs longer than four games, messages will be included on National Service Life Insurance dividends for veterans, highway safety and armed forces prestige. The games also are being made available to troops around the world via the Armed Forces Network.

Mutual's radio airings of the series reached the record-shattering 695 station figure Friday but it was possible the number might top 700 by today (Monday).

The list includes 520 MBS affiliates, 150 non-affiliates and 20 "bonus" non-affiliates, on which Gillette is buying the time, it was learned.

Free Commercials

The 150 non-affiliates will pay Mutual for line charges alone, and will receive the programs as they come over the air, including the Gillette commercials. In their case, the sponsor gets a free ride.

Games will also be beamed by shortwave to Cuba, South America, Puerto Rico, and the Armed Forces Radio Service, for which MBS buys lines from game's origination point to RCA's transmitter, which feeds the programs overseas. The Aloha Network, affiliated with Mutual in Honolulu and comprising four stations, will also carry the games, receiving them via shortwave.

The network plans no different setup technically than that of other years, with the exception of the addition of an engineer to the usual one, and a second complete lines set-up in case of emergency.

The usual microphone placement will be used with the customary two up and two in reserve in the commentators' box and the large parabola microphone outside the booth to pick up crowd noises, music and threats to the umpire.

Figures on line charges will not be available until after the series, it was reported, because they are calculated after the engineering department has tallied facilities used.

According to a guess by Richard

(Continued on page 81)

COLOR TV

Industry Position Probed by FCC

INDUSTRY, not color television, seemed to be on trial as FCC's color video hearings got off to a slow but frequently acrimonious start last week.

Manufacturers' representatives, pleading that color is not yet ready for standardization, were met with a fire of questioning which indicated that some commissioners, at least, fear the industry is not really pushing color development. Most critical interrogators were Comrs. Robert F. Jones and Frieda B. Hennock.

Miss Hennock at one point wanted to know whether manufacturers are not in fact interested in continuing black-and-white for a few years and letting color development drift in the meantime. RMA President R. C. Cosgrove, on the stand at the time, denied this. Manufacturers, he said, would be "crazy" not to want color at the earliest practicable date. But they want it on a "sound" basis, he asserted, observing that he knew of no one in the industry who feels color will replace black-and-white.

RMA and the Joint Technical Advisory Committee, which held that adequate field testing is necessary before color is standardized, were questioned at length on the extent of their own work in promoting color development. What had they done and why hadn't they done more? Their witnesses replied that they have done what they could within the limitations of time and budget, and that they stand ready to continue their work. Philco Vice President D. B. Smith, on the stand for RMA, referred Comr. Jones to FCC's own engineering department for an answer to his question on whether RMA has been helpful in the past.

RMA suggested establishment of an industry committee to work out recommended color standards.

So detailed was the questioning of the JTAC witness, President Donald Fink, and of those for RMA that testimony on the first of three color systems to be demonstrated before the Commission—that of RCA—was not reached until late Thursday, fourth hearing day.

Elmer V. Engstrom, vice president in charge of research, RCA Labs, outlined the RCA system, asked FCC to encourage prompt and thorough color TV field tests, and recommended that a time-table be set up looking toward industry recommendations for color standards. In his testimony he also revealed RCA's own estimates on probable market prices of new sets and converters under the RCA system, ranging from $400 to $1,000 for new receivers and $125 to $175 for a two-color converter.

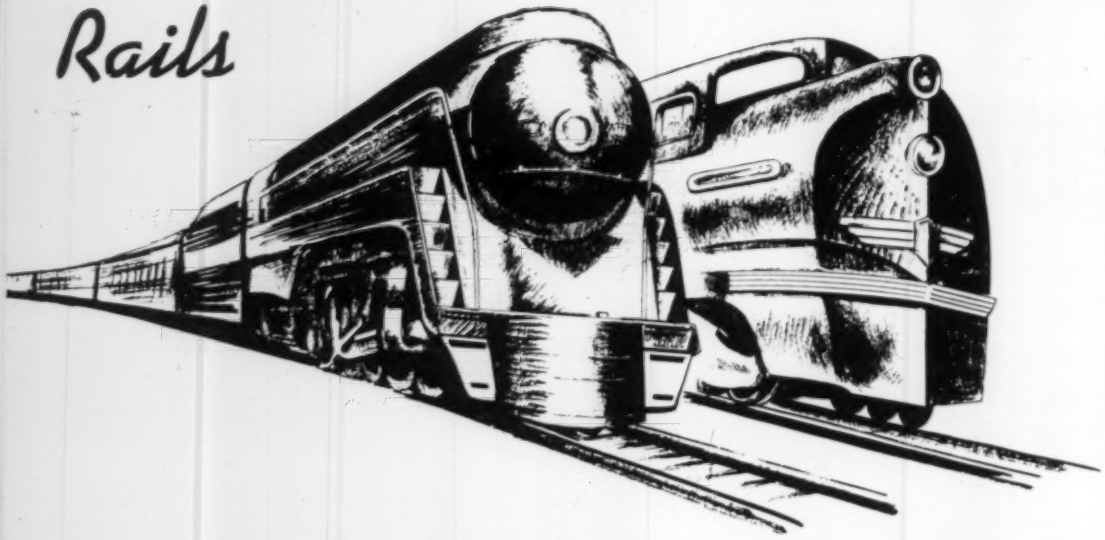
RCA recommended against adoption of either the CBS or the Color Television Inc. system, and offered to demonstrate the CTI method for the Commission. CBS will demonstrate its own on Thursday and Friday, while RCA will make its official showing next Monday. Both are engaging in extensive tests in Washington, while CTI is testing in San Francisco. Comparative tests for the RCA and CBS color systems and black-and-white were tentatively scheduled for the week of Nov. 14.

Witnesses for CBS and CTI were slated to follow the RCA testimony. Dr. Charles Willard Geer, developer of another color system, also will be heard, followed by Philco Corp. and Allen B. DuMont Labs, which contend that color must be given extensive additional testing before standards are set.

About 200 industry representatives attended opening session, conducted before the full Commission, Chairman Wayne Coy presiding.

Detailed Coverage of TV Hearings, Page 48

Rails Sing to



By J. FRANK BEATTY

EVERY Monday evening a $28 billion industry meets millions of its customers and friends—in the privacy of their homes and at their personal invitation.

The Iron Horse has entered the living room, and is receiving a warm reception. Ever since last Oct. 4 the members of the the Assn. of American Railroads have been meeting their public, informally and quietly, through *The Railroad Hour*, Monday evening network broadcast.

This evening the nation's rail carriers start their second year of riding the airwaves into America's homes via condensed versions of popular operettas and musical comedies.

Out of the first year of this broadcast series has come an outstanding example of successful goodwill building. This fortuitous achievement has come at a time of serious operating difficulties. From a scientific analysis by the railroads themselves emerges new evidence to show how the broadcast medium takes an important message to an intelligent cross-section of the public.

* * *

WHEN the familiar strains of "I've Been Working on the Railroad" greet NBC's audience at 8 this evening, a substantial majority of the carriers' 1¼ million employes—and their families—will be listening. These employes—and their families—comprise what has been called one of the largest promotional forces ever placed behind an advertising campaign.

The Railroad Hour moves this evening to NBC after a year on ABC as a 45-minute, then a 30-minute program. That first year was a happy one, and President William T. Faricy, of the Assn. of American Railroads, has just written Mark Woods, ABC network's president, to tell him so.

The shift, Mr. Faricy says, is a strategic move to get *The Railroad Hour* into NBC's Monday night array of good music.

So this year the railroads' 1¼ million workers, plus the organized promotional forces of the individual carriers, will get behind their broadcast with new vigor, fortified by a year of experience and aware that a force of astounding power has been harnessed to develop public understanding and friendship.

Goodwill and knowledge and tolerance aren't precisely measured, like sales of 99-cent 51-gauge 15-denier nylons in Marshall Field's basement, and nobody knows this better than President Faricy. But he also knows that the railroads have a public-contacting job to do if they are to operate efficiently and if the public's understanding of railroads is to extend beyond Junior's Lionel outfit and a daily ride on the 5:15, plus an occasional interstate trip.

The direct question was put to Mr. Faricy, who is spending over a million dollars a year of his members' funds, in this way, "Do you consider *The Railroad Hour* a success?"

His answer was just as direct: "The best evidence that the Association of American Railroads believes that its radio program has been worth while is the fact that it is being continued.

"Judging both from the volume and the nature of the comments received, it appears that the program is accomplishing its purpose of securing a wider and better public understanding of the essentiality, the progress and achievements, and the problems of railroads."

* * *

RAILROADS have been having problems—knotty problems—and their solution largely depends on good relations with the public and with public officials. Traffic volume, as expected, has settled down to a normal pre-war level following the World War II nightmare. Unfortunately the same trend has not developed in the cost of materials, wage levels, taxes and the other items that keep the wheels rolling. Instead, all these costs have been rising.

The association first pondered the idea of a nationwide broadcast shortly after the war, culminating in 1946 with a thorough report to AAR's board of directors. Finally in the spring of 1948 the board decided the time had come to act, and AAR's public relations department was asked to suggest a program.

The board wanted to attract a large, steady audience. The program must bear a logical relationship to the very nature of railroading. It must be suitable for friendly and informative commercial messages. Finally, it should have a public service character as the liaison between a public service industry and the populace.

A large order, you'll agree, but the specifications were met after some 60 shows, formats, personalities and ideas had been studied. A musical show with dramatic continuity was the answer, and the AAR's member roads overwhelmingly endorsed the program for one year and, if successful, for another two years.

Last Oct. 4, *The Railroad Hour* was launched on ABC. In a few months it had attained a 7.5 Hooperating, with an estimated audience of 5,700,000. Weekly messages were reaching listeners at a cost of perhaps ½-cent per person. Peak rating last season was 10.

AAR knew it had a large audience, and felt its program and commercials were being well received. But that wasn't enough. Representing so vast an industry, its public relations department—which is staffed by some two-score persons—wanted to get a scientific analysis of the program's audience.

The analysis was made, by scientific methods, and AAR discovered that its operettas and its commercials were being heard by "unusually intelligent people."

AAR did its own analyzing, by the way.

Here's how it was done. Last March 7 the ABC audience was offered a railroad booklet titled "Quiz," a 64-page collection of questions and answers about the nation's rail carriers. The offer brought 37,753 requests. Later in the spring the offer was mentioned briefly on the tail end of seven programs, and the number of requests rose to 49,383.

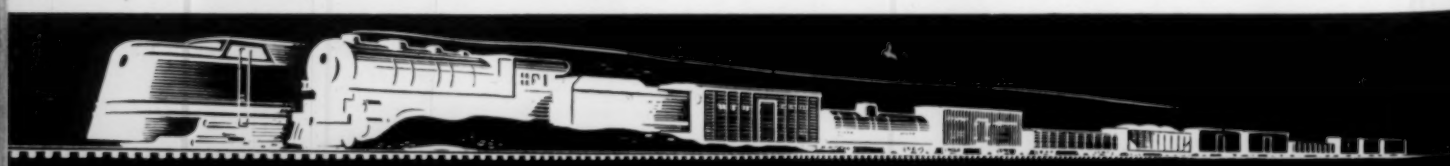
* * *

THIS gave AAR a chance to find what this audience thought about the program. Listeners had merely been told to send a post card, but large numbers of them attached comments.

Of nearly 50,000 requests, 80% were correctly addressed to Transportation Bldg., Washington 6, D. C., AAR headquarters.

Spending well over a million dollars a year on *The Railroad Hour*, AAR found itself the owner of a batch of evidence that would tell an enlightening story if properly analyzed. The undertaking was a big one, but AAR is a big association and speaks for a big industry,

SOME sponsors sell soap by radio, others food and similar goods and services. Slow to learn the value of the broadcast medium have been the heavy industries. The Assn. of American Railroads has been on the air just a year. Its program has been good, its commercials informative and interesting, and its promotional tieups extensive. The results have been effective. In adjoining columns appears the story of how the railroads have taken their case to the people.



so the analysts went to work.

Despite the fact that no comment was sought, 7,241 of the 49,383 wrote favorably about *The Railroad Hour*. There was one unfavorable comment and reaction of another 13 was mixed.

The total number of requests was divided this way: 31,247 (64%) men; 12,328 (25%) women; 3,914 (8%), young people and children; 1,894, not identifiable.

The 7,204 persons who commented on *The Railroad Hour* were identifiable, and AAR had them thoroughly identified. Here is the breakdown:

2,706	school students
1,205	businessmen
1,045	high school students
268	doctors
188	college students
178	members armed forces
173	primary school teachers
157	ministers
102	high school teachers
87	public officials
82	college professors
*67	organizations
56	libraries
43	writers, editors, commentators
42	lawyers
9	bankers
1	United States Senator

* Secretaries asked quantities of booklet

AAR officials say 95% of the responses to the offer were "intelligent." Many mentioned specific operettas. In some instances the commercials were discussed and praised, with "very few" adverse comments. Some even sent stamps and money, which were returned. Others said they were fed up with whodunits and giveaways. Practically all the commenting letters were described as "well written."

Though the program is not carried on stations outside the United States, 10 requests came from Alaska, 226 from Canada, 1 from Central America and 1 from Mexico. Three British subjects in the U. S. sent requests.

In breaking down the 49,383 requests, the association found the response was best in states where promotion was strong. For example, 16.12% of the requests came from New York State, which has 9.8% of the total population; 10.43% came from California, which has 6.88%; 9.49% came from Pennsylvania, which has 7.32% of the population.

* * *

AAR is promotion-minded, and has started a strong campaign to back up its new NBC series. NBC naturally is aware of this, and last Monday President Niles Trammell addresed meetings of railroad and station officials in all NBC cities via closed circuit.

Mr. Trammell told NBC affiliates the program offers "a tremendous opportunity for promotion," and promised AAR the network would back up the series with "intelligent, effective" support. "*The Railroad Hour* is truly an outstanding show," he said, "and a splendid addition to our schedule. It is an ideal program for millions of listeners who know Monday night is music night on NBC."

Mr. Faricy, as AAR president, told station managers:

"Appearance of *The Railroad Hour* on your program means that you will have a better than even chance to add to your regular audience the 1,250,000 railroad workers and their families—a good 5,000,000 people. There are perhaps as many more who work for the companies that supply the railroads with the things they buy and use in the operations.

"We shall try to tell all these people about *The Railroad Hour*—to the end that those who are especially interested may know about their industry's show—and may listen to it.

"We want to tell people what railroads are, and what they do. And we want to tell people what railroads mean to the United States—the fact that they provide the basic low-cost, dependable, all-season transportation without which it would not be possible for Americans to produce more and to live better than any other people on earth.

"So the commercials of *The Railroad Hour* will talk about railroads—what railroads have done and are doing to handle their jobs better and better — what it takes in men and money, in research and invention, and in investment in new facilities and new equipment, to keep railroads abreast of the nation's needs—what it means to this nation to have railroads which are strong and healthy and equal to the tasks they are called upon to perform, not only in peace, but also in war.

"So that is what we plan to do with *The Railroad Hour*. We believe that with the fine basic idea of the program, with the facilities of NBC and its affiliated stations, and with the cooperative efforts which we know that all will make in promoting and publicizing this fine program, we shall realize those expectations. To a large extent, this realization is in your hands."

The closed circuit program included a talk by Gordon MacRae, soloist and m.c. of the series since its inception. Mr. MacRae recalled that less than a decade ago he was a page boy for NBC at Radio City. The opening NBC program, he said, will present a condensed version of "Showboat," with Dorothy Kirsten and Lucille Norman taking feminine leads. Musical support is given by the Carmen Dragon orchestra with mixed chorus directed by Norman Luboff.

* * *

BUT long before network and rail officials held their closed circuit conference, AAR had gone to work on promotional plans.

Robert S. Henry, AAR vice president, had written to all railroad public relations officials to outline the basic promotion plans, explaining that the program's success required cooperation by AAR, NBC, Benton & Bowles (agency producing the program) and the individual railroads.

Mr. Henry told the railroad men that AAR had prepared a new set of station posters, bulletin posters, window cards and car cards. New blotters and mail inserts are ready.

Mr. FARICY

One carrier ordered 30,000 copies of a four-page leaflet containing a complete list of the NBC stations.

AAR has sent all railroads a new proof catalog of advertisements for use in employe magazines, timetables and menu cards, along with suggested spots for newspaper and magazine advertising and announcements to be read over p.a. systems in passenger stations.

Add up all that promotion and here's what you get. Everyone who picks up a railroad schedule is going to see a program mention. Passengers who scan a dining car or station restaurant menu will read about *The Railroad Hour*. They'll hear it mentioned on the station p. a. system, and see it on bulletin boards and even in cars.

The railroad industry has a long list of well-edited employe magazines, and they reach 1,250,000 employes and their families. The program is well promoted in the magazines, as well as around the buildings and yards where they work.

Railroad employes are railroad-minded. It gets in their blood, and as a class they are unusally loyal to their employers. They know that what benefits the railroads, benefits them.

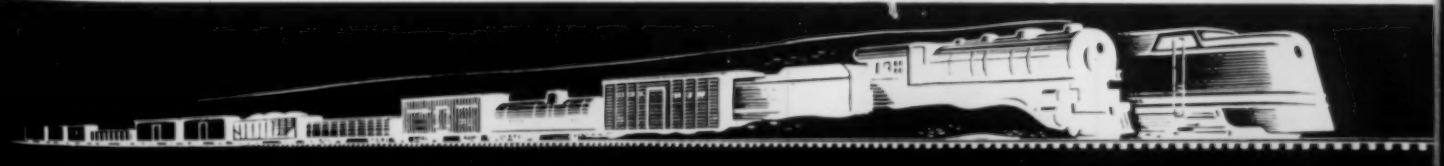
Out of this series of promotional efforts comes one of the most powerful forces ever placed behind an advertising campaign. The program is only a year old so the impact is increasing as the lessons of experience are applied.

Having harnessed this force,

(Continued on page 79)

(T) 2½" x 2½"

Promotion barrage of the AAR includes glossies and mats such as these two



ANNOUNCERS who have broadcast football games for the Atlantic Refining Co. for 10 years or more were awarded a company service emblem at the annual pre-season meeting of staff members in Philadelphia last month. Vic Diehm (3rd from l), WAZL Hazelton, is receiving the award from Fred Neall, Atlantic executive. Others are (l to r): Add Penfield, WRNY Rochester, N. Y.; Joe Tucker, WWSW Pittsburgh; Bill Sutherland, KDKA Pittsburgh; Bud Berndt (face obscured), WRAK Williamsport, Pa.; Bill Slater, WOR New York; Sam Woodside, WHCU Ithaca; Jack Barry, WHEC Rochester; Claude Haring, WPTZ (TV) Philadelphia; Lee Kirby, WBT Charlotte, and Woody Wolf, KDKA Pittsburgh. This fall Atlantic will use regional networks totaling 126 stations to cover college, high school and professional grid games [BROADCASTING, Sept. 12].

CBS REALIGNS

Campbell, Shomo Shifted

WENDELL B. CAMPBELL, general manager of the CBS-owned KMOX St. Louis, last week was appointed general manager of Columbia's WCCO Minneapolis, and Erwin H. Shomo, sales manager of WBBM Chicago, another CBS-owned station, was promoted to general manager of KMOX.

The appointments followed the promotion of Merle Jones from general manager of WCCO to general manager of the CBS-owned KNX Los Angeles a fortnight ago [BROADCASTING, Sept. 26].

Two other promotions in CBS-owned stations resulted from the move. Robert Livingston, who had represented WBBM in the New York office of Radio Sales, CBS radio and television stations representative, became sales manager of WBBM, succeeding Mr. Shomo. John Akerman, a WBBM salesman, replaced Mr. Livingston in New York.

Mr. Campbell has been general manager of KMOX since November 1945. He joined CBS in 1938 in Radio Sales, Chicago, as western sales manager. He became sales manager of KMOX in September 1942, and later was made assistant general manager.

Mr. Campbell

Mr. Shomo

Mr. Shomo, who has been WBBM sales manager since 1944, joined the CBS Radio Sales staff in Chicago in 1937. He became an account executive at WBBM in 1940. Before entering radio he served in the advertising department of the *Chicago Herald-Examiner* and in the Chicago office of McFadden Publications.

Mr. Livingston entered radio as sales manager of WDZ Tuscola, Ill., in 1944. He became an account executive at WBBM in January 1946, and eastern representative in New York of WBBM in 1947.

Mr. Akerman, onetime publisher of the Clearwater, Fla., *Morning Herald* and later co-publisher of the Santa Ana, Calif., *Independent*, entered radio in 1938 as an executive at KFVD Los Angeles. In 1940 he became manager and part owner of KPAS Pasadena, Calif., joining WBBM as an account executive in 1944.

EASTERN AAAA

Begins Two-Day N. Y. Meet

THE annual Eastern Conference of the New York Council, American Assn. of Advertising Agencies gets underway tomorrow (Tuesday, Oct. 4) at New York's Hotel Roosevelt.

The two-day conclave, entitled "The High Court of Advertising Opinion," and under the chairmanship of Ray Vir Den, Lennen & Mitchell president, will feature two sessions pertinent to the radio and television industry.

A Tuesday afternoon session, to be held in the hotel's Henry Hudson Room from 2 to 4 p.m., will be on radio and television, under the subject, "Where Do We Go From Here?" Presiding will be Arthur Pryor Jr., vice president in charge of radio and television for BBDO.

"Witnesses" will be Charles Underhill, CBS director of television programs; Spyros P. Skouras, president, 20th Century-Fox; John Crosby, radio and television critic, *N. Y. Herald-Tribune*; Donald W. Stewart, advertising manager, The Texas Co.; Louis G. Cowan, president of Louis G. Cowan Inc., New York, program packager.

Wednesday morning's media panel in the ballroom foyer from 10 a.m. until 12 noon on "What Will Television Do to Other Media Values?" will have Newman McEvoy, head timebuyer at Newell-Emmett Co., presiding.

"Witnesses" will include Sylvester L. (Pat) Weaver, NBC vice president in charge of television; Harold S. Barnes, director of the Bureau of Advertising, ANPA; Frank Braucher, president, Magazine Advertising Bureau; Kerwin Fulton, Outdoor Advertising Inc., and William Gittinger, CBS vice president in charge of sales.

Meetings will be climaxed by a reception and dinner Wednesday evening at the Park Lane Hotel.

'Corliss' Continued

THE ELECTRIC Co.'s summer replacement *Meet Corliss Archer* will continue indefinitely on CBS in the Sunday 9-9:30 p.m. period due to the delay of the *Helen Hayes Electric Theatre* starting time. Because of the death of her daughter, Mary MacArthur, Miss Hayes has left on a trip for a rest. N. W. Ayer & Sons, New York, is the agency for the Electric Co.

1895 Ray C. Wakefield 1949

RAY C. WAKEFIELD, 54, former FCC Commissioner about whom controversy raged in high Washington circles in 1947, died Sept. 29 at Emergency Hospital in Washington, D. C. He had entered the hospital Sept. 20 with a slashed wrist. The D. C. deputy coroner issued a certificate of suicide.

Mr. Wakefield came to the Commission in March 1941 succeeding the late Thad H. Brown, Ohio Republican. Also a Republican, Mr. Wakefield was injected into political controversy when his reappointment came up in 1947 for consideration by the Senate Interstate & Foreign Commerce Committee. An investigation into his party affiliation was launched by a subcommittee headed by former Senator Wallace H. White Jr. (R-Me.)

The subcommittee was to have met June 26, but on June 18, 1947, in a sudden, dramatic move, President Truman withdrew Mr. Wakefield's renomination without explanation, and appointed the present Commissioner Robert F. Jones, then an Ohio Congressman. Reaction was considered swift and loud both in the Senate cloakrooms and in radio circles. The withdrawal was considered by many at the time to be an opening cleavage between the FCC and the White House. The only other such last-minute change had been Franklin D. Roosevelt's abrupt withdrawal of George Henry Payne, of New York, from the nomination as Commissioner 24 hours after the agency was established by law.

* * *

RAY C. WAKEFIELD

Mr. Wakefield, born in Fresno, Calif., Aug. 12, 1895, received his B.A. and Doctor of Jurisprudence from Stanford U. in 1916-18 and was admitted to the California Bar engaging in general practice as member of the firm of Wakefield & Hansen. First official contact with the FCC occurred in 1938 when he was called in to assist in an inquiry in Pacific Telephone & Telegraph telephone rates.

Previous Positions

Prior to his appointment to the Commission Mr. Wakefield was vice president and chairman of the executive committee of the National Assn. of Railroad and Utilities Commissioners. In 1937-1938 he sat with the Interstate Commerce Commission in the freight rate increase case. During his commissionership he presided at hearings in eight states and was minority member in the Crosley-Avco decision. He predicted expansion of the radio spectrum opening new vistas in communications.

Mr. Wakefield was chairman of the American delegation to Provisional Frequency Board headquartered in Geneva in the summer of 1948. Ill health necessitated his return from this post. At the time of his death he was not active in business. He is survived by his wife, Mrs. Laureda Wakefield; his mother, Mrs. Clara Wakefield; a brother, C. K. Wakefield of Fresno, Calif.; a daughter, Mrs. Robert C. Jenkins of Mill Valley, Calif., and a son, John C. Wakefield of San Francisco, Calif.

FC&B Named

McKEN & VENTA Divisions of Shawmut Inc., New York (children's wear), has appointed Foote, Cone & Belding, New York as its advertising agency. Media plans are currently being formulated.

AT the NAB's District 10 meeting (l to r): W. W. (Woody) Woods, WHO Des Moines; William B. Quarton, WMT Cedar Rapids and District 10 director; Clifford Ogden, Capitol Records, Hollywood; Harold Baker, KIOA Des Moines; John Alexander, KODY North Platte, Neb.; Richard Doherty, NAB; Judge Justin Miller, NAB president.

* * *

BETWEEN sessions of the District 10 convention are (l to r): Robert Dillon, KRNT Des Moines; L. L. Hilliard, KOLT Scottsbluff, Neb.; Lyle De Moss, WOW Omaha; Harry Peck, KFOR Lincoln, Neb.; Eugene Flaherty, KSCJ Sioux City; Bruff Olin, WQUA Moline, Ill.; Kingsley Murphy and S. H. McGovern, both KSO Des Moines.

* * *

DISTRICT 10 LAUDS NAB SERVICE

Meets in Des Moines

NAB's expanded service in the sales and labor relations field drew special praise from delegates to the District 10 meeting held Monday and Tuesday at the Savery Hotel, Des Moines.

The district called on the NAB board to provide sufficient funds for the Employe-Employer Relations Dept. and urged that it sign Richard P. Doherty, director, to a long-term contract. Achievements of the new Broadcast Advertising Bureau headed by Maurice B. Mitchell also were praised, with the board urged to provide funds to provide maximum sales service to broadcasters.

Usual resolutions were adopted praising the board's reorganization plan and President Justin Miller's execution of the board's mandate; lauding William B. Quarton, WMT Cedar Rapids, district director, for his service; advocating per-piece rights in TV music copyright contracts; upholding BMI and BMB and urging a study of coverage research.

A special resolution extended the district's best wishes to John J. Gillin Jr., WOW Omaha, and E. K. Hartenbower, KCMO Kansas City, who could not attend the Des Moines session because of illness.

Mr. Quarton said the registration was an all-time high for the district. He suggested individual broadcasters get better acquainted with their public officials and acquaint them with industry problems. He said the district NAB membership includes 74 AM, 36 FM and one television station.

Karl Koerper, KMBC Kansas City, presided at the labor relations session at which Mr. Doherty was main speaker. William J. Newens, KOIL Omaha, was chairman of the sales discussion addressed by Mr. Mitchell. Chet Thomas, KXOK St. Louis, was chairman of the Resolutions Committee. Charles Miller, KRNT Des Moines, was chairman of the program clinic.

Official registration totaled 111. A cocktail party was given Monday at the Hotel Savery with Des Moines stations as hosts.

A separate meeting was held Tuesday by the Missouri Broadcasters Assn., which decided to hold an election of officers Oct. 17 in Kansas City. Harry Renfo, KXOK St. Louis, was appointed secretary-treasurer to succeed Guy Runyon, KXLW St. Louis.

Mr. Mitchell answered a series of questions submitted by District 10 stations. In replying to the advertiser's claim that radio results can't be measured as in the case of newspapers, he said many advertisers test radio with inferior merchandise while using newspa-

(Continued on page 47)

RADIO COST

District 12 Hears Oil Man

RADIO has the lowest cost-per-thousand-homes ratio of any advertising media, Dale Rogers, advertising, sales promotion and public relations director of Mid-Continent Petroleum Corp., Tulsa, told NAB District 12 Thursday as delegates opened a two-day meeting at the Allis Hotel, Wichita, Kan.

District Director Robert Enoch, KTOK Oklahoma City, presided at the annual meeting.

Mr. Rogers said that in the last three years the company's radio billing has increased 35%. "We are spending about $300,000 today in spot radio in 15 states, using some 50 stations," he said. "Our gross sales in 1948 were over $100 million, noticeably helped by our radio advertising."

Radio must give national advertisers more data on area coverage, markets, physical characteristics and program habits, he said.

Speakers on the District 12 agenda included Maurice B. Mitchell, director, Broadcast Advertising Bureau, conducting a sales clinic; Dr. Kenneth H. Baker, acting president of BMB; Richard P. Doherty, director, NAB Employe-Employer Relations Dept.; Robert Burton, vice president of BMI. Judge Miller was scheduled to speak Friday. A joint luncheon was scheduled with Wichita Kiwanis Club.

Presiding at the sales session was Hale Bondurant, KFBI Wichita. John Esau, KTUL Tulsa, presided at a clinic on programming, including sales, copy and production problems. Joe Bernard KOMA Oklahoma City, presided at the labor relations session. Members of the Resolutions Committee were Matthew H. Bonebrake, KOCY Oklahoma City; Albert Risen, KVSO Ardmore, Okla.; Jack Todd, KAKE Wichita; William Wyse, KWBS Hutchinson, Kan.; Paul Buenning, WBBZ Ponca City, Okla.

* * *

DES MOINES District 10 registrants included (l to r): Bill Newens, KOIL Omaha; Kolin Hager, SESAC, New York; Karl Koerper, KMBC Kansas City, Mo.; Paul Clark, RCA, Chicago; Hank Hook, KGLO Mason City, Iowa; Sam A. Burk, KIRX Kirksville, Mo.

DELEGATES gather at the District 10 meeting in Iowa (l to r): Dr. Kenneth Baker, BMB, New York; Ed Wheeler, WEAW (FM) Evanston, Ill.; Sam Bennett, KMBC Kansas City, Mo.; Chet Thomas, KXOK St. Louis; Harry Burke, KFAB Omaha; Ray Hamilton, Blackburn-Hamilton Co., Hollywood.

Where Go Radio's Losses?

Not to Other Media, Avers Frank

By PHILIP FRANK

RADIO promotion can boomerang. It can hinder rather than help sell time. And will, if it barks up the wrong tree.

Radio has come to recognize that newspapers at long last are doing an excellent promotion job, especially through their trade association, the Bureau of Advertising of the ANPA. Newspaper advertising is experiencing a healthy rise.

Meanwhile radio is finding it harder to sell. The obvious conclusion seems to be that newspapers are taking business away from radio. And from this it follows that radio promotion should seek to discredit newspapers as an advertising medium.

But this seemingly obvious conclusion is also an erroneous one. And promotion based on the premise that newspapers are taking business away from radio will fail as miserably as did space media promotion in the '30s based on the equally erroneous premise that radio at that time was taking business away from newspapers and magazines.

That the premise was false the writer determined by comparing the trend in newspaper expenditures by leading newspaper advertisers who did and did not use radio, and the same for magazines (see *Advertising & Selling*, Aug. 29, 1935). That the opposite premise is false today is indicated by a similar study.

How The Study Was Made

Basically, the study consists of observing the effect of increased or decreased newspaper advertising on advertisers' use of radio.

We compared 1948 with 1947 because 1947 was the first post-war year in which newsprint was available in sufficient quantities so that newspaper advertising reflected a demand for space rather than its supply. (A comparison with pre-war years would have introduced too many non-advertising factors.)

The newspaper figures for 1947 and 1948 are from *Media Records*. Unfortunately the figures for the two years were not developed on the same basis. The only published (and therefore readily available) 1947 figures are limited to expenditures of national advertisers in 346 daily and Sunday newspapers, whereas the published data for 1948 includes advertising in 908 papers by all national advertisers who spent $25,000 or more in these papers.

However, this difference is somewhat narrowed by the fact that the 346 papers studied in 1947 accounted for 73% of all U. S. newspaper circulation, not too much below the 88% weekday and 93% Sunday circulations represented by the papers studied in 1948. Nevertheless, it should be borne in mind that the 1948 figures, being on a wider base, may suggest that advertisers increased their newspaper advertising who actually spent less in that medium. This does not invalidate our findings; it only makes them more conservative. Had the newspaper figures for both years been on the same base they would have added weight to our conclusions.

Since the study was intended to be indicative rather than conclusive—BAB has both the responsibility and the resources to conduct comprehensive research on which to base effective radio promotion—we limited our study to network advertisers and only the largest of these. Regional and spot advertisers should of course also be studied.

First we took all network (ABC, CBS, MBS, NBC) advertisers who spent $100,000 or more for network time in 1948. Hereafter *radio* refers to network gross time expenditures. After deducting political parties, labor unions and religious broadcasters, 145 such advertisers remained. These are radio's staunchest supporters, the most radio-minded of all advertisers. These are the advertisers we studied.

Radio Losses Don't Go To Newspapers

Of these 145 network advertisers, 47 spent less on radio in 1948 than in 1947 and two spent the same amount both years.

Of these 49, 16 also spent less for newspaper advertising in '48 than in '47 (despite the larger base for the '48 figures, previously referred to). And seven, including the two whose radio remained the same, used no newspaper space either year. In short, 47% of those who reduced their radio (or kept it the same) did *not* increase their newspaper advertising.

The remaining 26 advertisers dropped $8,990,000 radio dollars but added only $8,411,000 newspaper dollars in 1948. Furthermore, these newspaper dollars represented an increase in newspaper expenditures of 37.4%, in contrast with a 45.8% increase in newspaper expenditures by the 96 advertisers who increased their use of radio.

It appears that radio's losses did not go into newspaper advertising.

Next we looked at the picture from a different angle, to see if a reduction in newspaper advertising resulted in greater use of radio. This, we felt, should interest those who believe that radio benefits from a reduction in newspaper advertising.

Of the 145 radio advertisers studied, 45 reduced their newspaper advertising in '48 and 20 used no newspaper advertising either year, for a total of 65 who did not increase their use of newspapers.

These 65 increased their use of radio 6.1%, in contrast with an 11.3% rise in radio for the 80 advertisers who also increased their newspaper expenditures. Percentagewise those who curtailed their newspaper advertising did little better than half as well as those who increased their newspaper advertising, with respect to pushing up radio. Sixteen of the 45 who reduced their newspaper advertising also reduced their use of radio, as did 7 of the 20 who used no newspapers either year.

Within the limits of this study we are now ready to draw two conclusions:

(1) Advertisers who increase their newspaper advertising increase their radio advertising proportionately more than those who reduce their newspaper expenditures or use no newspapers.

(2) Of those advertisers who reduce their radio advertising, almost half also reduce their newspaper advertising, while the remainder increase their newspaper expenditures less than those who also increase their use of radio.

Should more exhaustive research substantiate these conclusions, they can and should have far-reaching influence. For to be most effective, promotion must be firmly grounded on situations as they actually exist. This is as true of media promotion as of the promotion of products and services using advertising media.

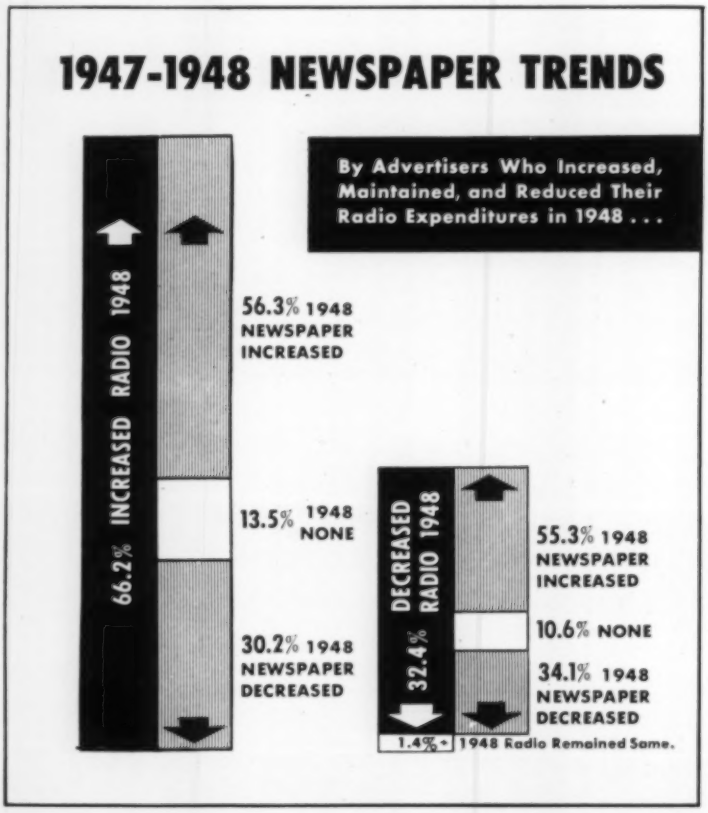
Radio cannot afford to tilt at windmills when the real adversary is reduced advertising appropriations. It would be a shame if industry promotion, so long needed and so recently launched, should founder from failure to read the compass correctly.

No Media Is Bigger Than Advertising

Our little study suggests that anti-newspaper promotion is off the mark. Far worse, it is actually harmful to the cause of radio.

Many radio advertisers and pros-

(Continued on page 87)


1947-1948 NEWSPAPER TRENDS
By Advertisers Who Increased, Maintained, and Reduced Their Radio Expenditures in 1948 . . .
66.2% INCREASED RADIO 1948
56.3% 1948 NEWSPAPER INCREASED
13.5% 1948 NONE
30.2% 1948 NEWSPAPER DECREASED
32.4% DECREASED RADIO 1948
55.3% 1948 NEWSPAPER INCREASED
10.6% NONE
34.1% 1948 NEWSPAPER DECREASED
1.4% + 1948 Radio Remained Same.

MR. FRANK resigned last Feb. 4 as BMB secretary after three years service, having joined the organization just prior to the start of the first nationwide study. Previously he had been on the ABC business development staff 1944-1945. He is co-author of *This Thing Called Broadcasting* and has contributed to a number of volumes on advertising as well as lecturing before the advertising and selling course of the Advertising Club of New York. He is a graduate of Williams College.

Mr. Frank

NARBA

Oppose Making NARBEC Provisions Compulsory

CANADA and Cuba last week voiced opposition to any requirement for compulsory adherence to North American Broadcast Engineering Committee provisions in any North American broadcast treaty that may be adopted by the NARBA conference, continuing its meetings at the Windsor Hotel, Montreal.

Cuba has been taking the position that each nation should assert its sovereign right to use any channels it desires. The United States has felt that if a nation asserts such a right, there isn't much point in having a treaty. NARBEC is the only machinery operating to assure compliance with treaty provisions.

NARBA delegates in Montreal spent last week in preliminary maneuvers and assignment of work to subcommittees. Feeling was apparent that all delegations desire an agreement and treaty.

Cuba confirmed previous belief of experienced observers that it desires to legitimize its channel assignments since the second NARBA expired last March. The Cuban delegation desires a definition of operating stations that will signify those stations in operation at the time of the effective date of a new treaty.

Cuba's Stand

Cuba has taken the position that all its station categories should be upgraded. If successful, such action would derogate all U. S. classes except IV. Cuba is needling the U. S. delegation because of FCC's failure to decide the clear-channel issue. It remains firm in demanding that the power minimum of IA stations be cut from 50 to 10 kw, with U. S. and Canada opposed.

Canada has proposed in subcommittee to reclassify all channels and eliminate all special class stations provided for Cuba in past NARBA provisions. The Dominion also proposes that each country determine its own sunset-sunrise tables, citing the fact that in the Far North there is no sunset in summer, and no sunrise in winter.

In making a bid for 50 w low-power booster stations, Canada disclosed it is now operating 20 of these stations without registering them with NARBA.

The Cuban proposal of protection to Class IV stations on Class III channels may have serious effect on Class III regions near borders, unless modified, it is believed.

ROUND TABLE

Chicago U. Mulls Sponsor

FORUM program, *University of Chicago Round Table* is exploring the possibilty of finding a sponsor —not so much to obtain revenue as to widen its listenership, it was learned last week.

Those in charge of the program are said to be concerned by the fact the NBC sustainer has been losing the number of stations carrying it. The drop has been from 110 outlets to about 90. Almost uniformly, the reason given for dropping it is that the stations have commercial shows which they need to fit into their schedules.

The university also has been particularly disturbed at the New York situation, where WNBC has been carrying the program on a delayed basis and has recently juggled its hours around twice.

WNYC, New York City's municipal station (non-commercial), has been carrying it on a delayed basis and will continue to do so even if a sponsor is found, it is believed.

Reasoning at the university has been that if the *Round Table* found a sponsor, more stations would carry it, more listeners would be added, and the university would be better fulfilling what it regards as a great responsibility to bring important issues before the American public via a forum of outstanding experts.

TIME SALES

NBC Top Network—PIB

WITH July billings of $4,384,305, topping those of CBS by nearly $600,000, NBC has regained its position as top network in sale of time, according to an NBC report of network billing figures compiled by Publishers Information Bureau.

At the end of June, PIB showed CBS in first place for the half-year, but the July differential in NBC's favor was sufficient to move it ahead into first place for the seven-month period.

Gross billings for the four nation-wide networks for July and for the January-July period were:

	JULY	JANUARY-JULY
NBC	$4,384,305	537,873,390
CBS	3,784,861	37,323,652
ABC	2,788,098	26,253,259
MBS	1,138,315	11,412,589

RADIO PAY

Del.-Md.-D. C. Area Leads

EARNINGS of station employes in the Delaware-Maryland-District of Columbia area are higher than in the rest of the U. S. as a whole and opportunities are likely to expand in the near future, according to the Bureau of Labor Statistics and Veterans Administration.

The bureau and agency have collaborated on a publication entitled *Employment Outlook in Radio and Television Broadcasting Occupations*, now available at the Government Printing Office. Booklet points out that the outlook for any occupation or industry is subject to changes over relatively short periods of time, but includes considerable descriptive material which should remain a subject of non-changing interest.

ROBERT KINTNER, ABC executive vice president, rides "non-bucking" horse down Texas way during four-state ABC manager's meeting in Fort Worth Sept. 12-13. Others in group (l to r): George Cranston, WBAP Fort Worth manager; Ernest Jahncke, ABC station relations vice pres.; Earl Mullins, ABC publicity manager; Jim Connally, ABC station relations, and WBAP Director Harold Hough.

REPRESENTATIVES of four stations met Sept. 15 to form Chicago Perimeter Bcstg. Assn. Attending (standing, l to r): Joseph J. Garvey, WJOL Joliet; Rex Gay Jr., Chicago mgr., J. H. McGillvra, stations' representative; Joseph Kirby, WKRS Waukegan; L. B. Weller, WJOB Hammond, and (seated, l to r) George Ralston, WRMN Elgin, and Robert Adair, WJOB.

RADIO coverage on The Advertising Council's 1950 U. S. Savings Bonds campaign is discussed at recent meeting of drive's volunteer agencies. L to r are: Gordon C. Kinney, Council radio director, Walter F. Mulhall, v. p. G. M. Basford Co., and O. John Davis, U. S. Treasury Dept. Savings Bond Div.

FACE foliage is decree for six-day county fair at Susanville, Calif., which KSUE covered with 8¼ hours of remote programs. Be-whiskered staffers are: Technician Dale Dwelley, front; in back row (l to r), Bill Murphy, manager; Coml. Mgr. Zeke White and Chief Engineer Hal Houston.

SEARS, ROEBUCK & Co. sponsoring of Mon.-Sat. local news spot on WEOL Elyria, Ohio, is marked by broadcast from firm's Elyria store. L. to r: Sears Mgr. A. R. Hoch; Newscaster Bob Rowley; Prog. Dir. Martin Bouhan; Newsman Bob Gilmore.

ARRIVING in his private plane for WAB District 9 meeting at Three Lakes, Wis., is Ray Livesay, general manager of WLBH Mattoon, Ill. He is greeted at the Eagle River airport by Forster Cooper, sales manager of WDUZ Green Bay.

CHICAGO LOGS

Paid Ads Decline, Survey Finds

SPONSORS, stations and networks are balking at paying for special program listings in Chicago newspapers, it was found in a survey conducted there last week by BROADCASTING.

Total number of paid advertisements, introduced to supplement regular listings by all four Chicago papers about three weeks ago, has dwindled since each paper started the service. The *Tribune*, for example, started Sept. 6 with 23 paid listings (its peak thus far). On Sept. 28 there were 10. The *Daily News* rung up 11 Sept. 12 and nine Sept. 27, while the *Herald-American* netted three Sept. 6 and two Sept. 28. The *Sun-Times* dropped from nine Sept. 11 to three Sept. 27.

'Tribune' Tops

The *Tribune* has scored the greatest success of the four papers, but 39% of its paid logs were for *Tribune*-sponsored or sustaining shows on WGN which it owns. Its 21-day total of paid ads was 212, 82 of which were for non-sponsored WGN shows. Twenty-six listings were for TV fare. Of 29 advertisers, 20 were local.

National accounts included Pure Oil, U. S. Steel, Pepsi-Cola, Hallmark, Standard Oil, Bell and Howell, B. F. Goodrich, Greyhound Bus and Armour. Highest number of paid listings was printed Sept. 6, the starting date, with 23, five of which were for WGN. Sept. 18 and 23 shared low spot, with six each, three each for WGN sustainers. Daily average was 10, including four for WGN.

High total for the *Daily News*—136—also is deceptive because the paper plugs its frequent news shows on WIND, in which it has substantial financial interest and a working agreement. Sixty-seven percent of the *News* paid logs—or 91 out of 136—featured WIND *Daily News* shows. Twelve of the 136 pointed out TV feautres. Eight of 13 advertisers were Chicago-area accounts. The remaining five were Pure Oil, U. S. Steel, Hallmark, Armour and Standard Oil. Lowest number of paid ads appeared Sept. 26 when there were seven, five for WIND. Highest number appeared Sept. 17, with 14, 11 for WIND. Daily average for a 14-day period since the Sept. 12 starting date is nine, of which more than six were for *News* shows on WIND.

Sixty-two listings, including 14 for TV, were netted by the *Herald-American* in 20 days. Eleven local accounts and four national were sold, the latter including Standard Oil, Hallmark, Armour and U. S. Steel. The high of five for the period was reached Sept. 21, 22 and 23. The low was Sept. 10, when no paid listings appeared.

Although the *Sun-Times* has a working arrangement with WBKB (TV), none of the station's features was listed in detail unless paid for by the sponsor. Ten TV shows were among the 35 paid listings for a 17-day period. No ads were bought Sept. 12 and 15, and the highest number—nine—appeared Sept. 11, the starting date. Accounts included eight local firms and five national—Standard Oil, Hallmark, Armour, U. S. Steel and Bell and Howell.

Four national accounts—U. S. Steel, Hallmark, Standard Oil and Armour—inserted ads in all four dailies. The week prior to the study, the *Tribune* reported 195 sponsored ads in the first two weeks. The *Sun-Times* estimated a daily average of four, among 11 advertisers—while seven paid listings per day were reported by the *Herald-American* for some 20 accounts. The *Daily News* declined comment.

FCC Actions

FINAL decision in WHAT-WTEL Philadelphia case reported by FCC last week along with initial decision to grant WSAP Portsmouth, Va., switch to regional assignment and proposed decision for new AM outlet at Los Angeles. Two FM authorizations deleted. Details of these and other FCC actions are found in FCC Roundup on page 80.

BALTIMORE GAG

WCBM Petitions SCOTUS

DENIAL of State of Maryland's appeal from a ruling in which the "Baltimore Gag" censorship doctrine was adjudged invalid by the state's appellate tribunal was asked last week by WCBM Baltimore in a petition to the U. S. Supreme Court.

The Maryland Court of Appeals had reversed the conviction of three Baltimore stations accused of violating Rule 904 of the Baltimore Supreme Bench. This rule forbade dissemination of news about an indicted criminal prior to a verdict. It has aroused nationwide interest as a test case involving freedom of speech.

Counsel for WCBM contended the state has no right to appeal from an acquittal in contempt proceedings. Filing the motion were Attorneys J. Purdon Wright, Frank W. Every and William Bruce Oswald. They contended the state is trying to raise frivolous grounds when it contends a Federal question exists in the case.

The state's request for a writ of certiorari to take the case before the Supreme Court has no legal justification in Maryland law, WCBM claims.

FACSIMILE

Hills-Sullivan Book Reviews Use

FACSIMILE. By Lee Hills, managing editor, and Timothy J. Sullivan, facsimile editor, "The Miami (Fla.) Herald." New York: McGraw-Hill Book Co. Inc. 319 pp.

COMPREHENSIVE volume on the development, present use and future employment of facsimile—"radio's ugly duckling" or "FX" to the authors—has been written by Lee Hills, managing editor of the *Miami* (Fla.) *Herald*, and Timothy J. Sullivan, facsimile editor of the paper.

Published by McGraw-Hill Book Co., the 319-page book treats facsimile as a whole and incorporates the experiences of the authors, who since 1946 have published a facsimile edition of the *Herald* via WQAM-FM Miami. The stations—AM and FM—and the newspaper are both John S. Knight interests. The book, titled *Facsimile*, is designed for the layman and seeks to fill in the "conspicuous" gaps in the record of the development of FX and its potentially great social and economic impact.

In the foreword to the new book, John V. L. Hogan, pioneer facsimile inventor and president of Radio Inventions Inc., points out that with wartime advances, facsimile "is no longer fettered by the limitations that were recognized eight or ten years ago." He emphasizes that "facsimile has become an expanding industry" and "its techniques are threading into many branches of the communications field, including broadcasting, point-to-point, mobile, military, naval, air, and even amateur transmission of text and pictures."

In chapters treating at length the relationship of FX to the other broadcast services, the authors explain that FX and FM are "natural partners" and that the two together "offer a lure which truly does make an AM set obsolete." This combination is considered as the "something new" needed to break the FM "log jam and provide set makers with an additional active sales line."

"In the vast rural listening areas not reached by television or not likely to be reached for some years, FM-FX has no competition as a radio innovation," the book states.

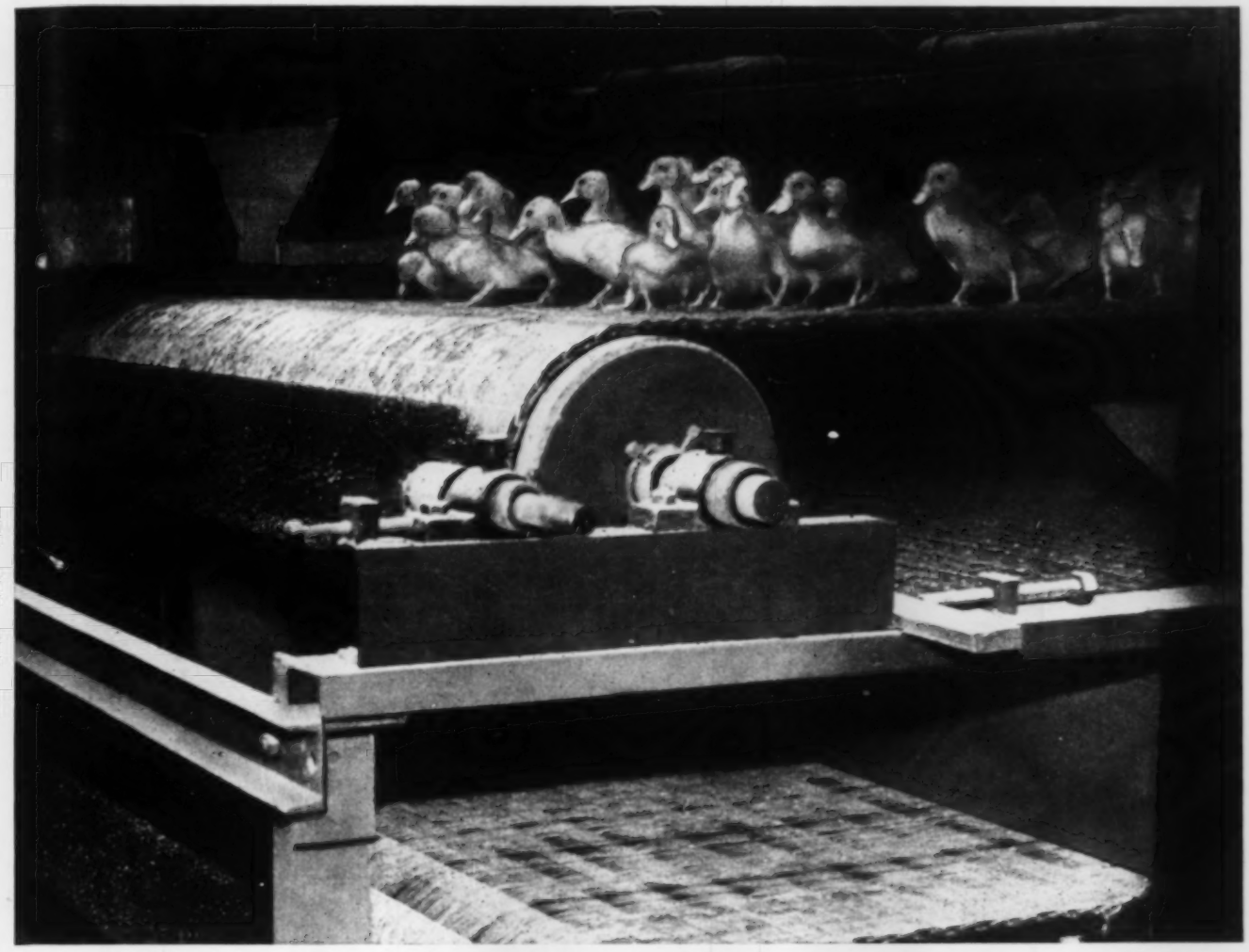
The competition between FX and television is considered far less serious than commonly thought. "Television is radio business—show business," the authors explain, while "facsimile is the newspaper or publishing business. Radio is a minor element in facsimile, a means of transmission and nothing more."

Since "television is a personalized delivery of motion pictures" and is "ideal for picturing scheduled 'live' action events, such as sports or plays," TV requires careful planning and programming, the authors claim. On the other hand, facsimile is described as a "personalized delivery of a combined newspaper and magazine or any other printed material" and "de-

(Continued on page 36)

Drawn for BROADCASTING by Sid Hix

"They want their money before the court acts on giveaways."



The Case of the Walking Ducks

Newly hatched ducks, it seems, have to be kept moving to be kept alive. So smart engineers devised this special treadmill for them which keeps them moving for eight days. Mortality dropped to zero.

The same thing is true of a sales campaign. It's got to keep moving or it will die. And the surest, most economical way to do this in Baltimore is to put your sales message on W-I-T-H.

For here's the station that regularly delivers more listeners-per-dollar than any other in town! That means you can get *big* results for a *little* bit of money on W-I-T-H.

So if you want your campaign in Baltimore to produce low-cost results, call in your Headley-Reed man and get the full W-I-T-H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

LORAIN ANTI-TRUST

Hearing Set Nov. 15

HEARING on the Dept. of Justice request for an injunction in its anti-trust suit against the *Lorain* (Ohio) *Journal* has been scheduled Nov. 15 in U. S. District Court with Judge Emerich B. Freed presiding.

The government's action [BROADCASTING, Sept. 26] is the first Sherman Act case against a newspaper for conspiracy to injure a competing radio station (WEOL Elyria) by allegedly denying its white space to buyers of station time.

Filing of the suit brought from S. A. Horvitz, publisher of the *Lorain Journal* and *Times-Herald*, the charge that it constitutes "a threat to the rights of every newspaper and publication in the United States." A competing newspaper, the *Lorain Sunday News*, said editorially that Lorain "may prove to be a national testing ground for the right to freedom of press and radio."

Mr. Horvitz said the government is asking for power "to force the *Lorain Journal* to accept the advertisement of any advertiser, the publication of which would not constitute a violation of state or federal laws. It goes without saying that the use of any such power would not be limited by the government to the *Journal*. It would apply to all newspapers, magazines and periodicals of general circulation. That is the fundamental issue in the case. It is the only issue."

WEOL is located 10 miles from Lorain, Mr. Horvitz said.

"Maybe it's a case of the *Journal* being made a guinea pig in a move by the government to regulate and control newspapers," Mr. Horvitz said. The anti-trust act and the government's power to regulate commerce has been stretched to cover control over the news and editorial contents as well. Radio is already under the thumb of the FCC. Perhaps this case is the first step toward an FCC for newspapers."

In its editorial comment, the *Sunday News* said advertisers have indicated "they have been exposed to remarks from *Journal* personnel which have borne the imprint of pressure, threats or discrimination. . . .

"Freedom of the press has been a bulwark of progress in the United States. Free press, free speech, free assembly and free worship are keystones of neighborly American living, as well as fundamentals of democracy. Danger to any of these constitutional rights is a danger to the life of every resident of Lorain and to every American.

"Freedom of the press works both ways: It must mean freedom for a newspaper to print what it sees, as its editors decide, and it also must mean freedom of all newspapers, all radio stations, all media of expression to report the news—and to compete for advertising which is a form of news, as well as a revenue producer that helps publishers and broadcasters to pay news-gatherers."

RICHARDS CASE

Combined Hearing Set by FCC

RENEWAL applications of KMPC Hollywood and WJR Detroit were incorporated by FCC last week into the hearing it already has designated on the renewal of WGAR Cleveland, the proposed transfers of the three G. A. (Dick) Richards stations and their news policies [BROADCASTING, Aug. 1].

At the same time, the licenses of KMPC and WJR, which expire Nov. 1, were extended on temporary basis until Dec. 1. The consolidated proceeding is expected to begin about mid-November [CLOSED CIRCUIT, Sept. 26]. FCC stated that the new order supplants its order of July 25 regarding the WGAR renewal and the Nov. 12, 1948, order calling for investigation of complaints against the news practices of the Richards' stations. The Commission indicated, however, that all of the original issues and other matters are retained.

Mr. Richards proposes to transfer control of WGAR, KMPC and WJR to three trustees, Harry J. Klinger, Lawrence P. Fisher and John A. Hannah. The stations have until Oct. 19 to petition the Commission for revision of the hearing issues in the proceeding.

AWB MEETINGS

Two Districts Discuss Women in Radio

PLACE of women in the community, and in the broadcasting business, with tips on developing women's programs commercially, provided the theme of a conference held Sept. 24 by District 3 of the NAB Assn. of Women Broadcasters at the Hotel Harrisburger, Harrisburg, Pa.

Kaye Witmer, District 3 AWB chairman, presided. Opening the program was a roundtable moderated by Alma Cramer, WARD Johnstown, Pa. Luncheon speaker was Alma Desborough, of the Needlework Guild of America. Gladys Swift, WKBO Harrisburg, moderated the afternoon panel. Speakers included Robert McMillen, Harrisburg Chamber of Commerce; Lt. Col. Leroy Greene, Republican state chairman; Mrs. Lorna Sylvester, director, Child Guidance Center. Pat Griffith, AWB executive secretary, presided at a business session. WHP and WHGB Harrisburg were hosts at a dinner, with Abe Redmond, WHP, as toastmaster. Victor C. Diehm, WAZL Hazelton, Pa., spoke on "The Women—God Bless 'Em."

Attending the meeting were:

Kay Carter, WLBR Lebanon; Alma Cramer, WARD Johnstown; Jo Fish, WKBO Harrisburg; Helen Gotwalt, WSBA York; Pat Griffith, NAB; Betty Heagy, WHGB Harrisburg; Lois Huey, WJSW Altoona; Kitty Kahler, WAZL Hazelton; Miriam Krebs and Alethea Mattern, WMAJ State College; Bee Potteiger, WHP Harrisburg; Marjorie Price, WILM Wilmington; Rosemary Roach, WIKK Erie; Jane Smith, WARK Hagerstown; Gladys Swift, WKBO Harrisburg; Dori Weaver, WPGH Pittsburg; Kaye Witmer, WKBO Harrisburg; Alma Desborough, Needlework Guild of America; Betty Stuart Smith, J. Walter Thompson, New York.

Two-day conference was held at the Muehlebach Hotel, Kansas City, Sept. 21-22 by AWB District 10, with Anne Hayes, KCMO Kansas City, presiding as district chairman. Following the opening day lunch Doris Murphy, KMA Shenandoah, Iowa, moderated a panel on successful women's programs. Participants were Betty Wells, KRNT Des Moines; Mrs. Raymond A. Smith, KSWI Council Bluffs; Mary Louise Marshall, WOC Davenport; Caroline Ellis, KMBC Kansas City.

The Radio Council of Greater Kansas City entertained delegates at dinner. Nadine Miller of C. E. Hooper Inc., spoke on "The Radio Listener's Voice."

Second day's agenda included participation in a WHB Kansas City program, with luncheon and fashion show staged by Betty Rose Apparel Co.

Next district meeting will be held in September 1950 in Des Moines, it was decided. A resolution was adopted regretting resignation of Pat Griffith as AWB executive secretary.

Present at the District 10 meeting were:

Luella Cannham, WOW-TV Omaha; Bernice Currier, KMA Shenandoah; Caroline Ellis, KMBC, Kansas City; Verna Deal Ferril, WHB Kansas City; Anne Hayes, KCMO Kansas City; Bea Johnson, KMBC Kansas City; Sandra Lee, WHB Kansas City; Mary Louise Marshall, WOC Davenport; Jo McEwen, WMT Cedar Rapids; Doris Murphy and Adella Shoemaker, KMA Shenandoah; Mrs. Raymond Smith, KSWI-KFMX Council Bluffs; June Thompson, WHB Kansas City; Betty Wells, KRNT Des Moines; Gennii Willock, WHB Kansas City; Ciella Darby, Des Moines Radio Council; Ethel Mason, Kansas City Radio Council; Nadine Miller, C. E. Hooper, New York.

First 15 Program Hooperatings—Sept. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	+ or —	Pos.
Radio Theatre	172	Lever Bros. (JWT)	20.7	17.3	+3.4	2
My Friend Irma	150	Pepsodent Div.-Lever (FC&B)	16.4	—	—	—
Godfrey's Talent Scouts	154	T. J. Lipton Div-Lever (Y&R)	16.4	15.9	+0.5	3
Bob Hope	151	Lever Bros. (BBDO)	16.2	14.9	+1.3	5
McGee & Molly	165	S. C. Johnson & Son (NL&B)	16.1	—	—	—
Suspense	169	Electric Auto-Lite (N-E)	16.1	12.3	+3.8	8
Walter Winchell	283	Kaiser-Frazer (Weintraub)	15.0	19.6	—4.6	1
Orig. bcst. 14.1 Added by 2d 0.9*						
Jack Benny	179	American Tobacco (BBDO)	14.7	—	—	—
Orig. bcst. 12.9 Added by 2d 1.8*						
Mr. Keen	149	Whitehall Pharmacal (Murray)	13.6	12.3	+1.3	7
Crime Photographer	148	Philip Morris (Biow)	13.3	11.7	+1.6	11
Big Town	132	Lever Bros. (SSC&B)	12.9	10.5	+2.4	18
People Are Funny	164	Brown & Williamson Tobacco (Seeds)	12.8	9.5	+3.3	27
Bing Crosby	170	Liggett & Myers Tobacco (N-E)	12.8	—	—	—
Inner Sanctum	156	Emerson Drug (BBDO)	12.7	10.0	+2.7	23
Great Gildersleeve	151	Kraft Foods (NL&B)	12.3	9.7	+2.6	24

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

Upcoming

NAB DISTRICT MEETINGS

Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 26-27: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkely-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Oct. 6-7: Alabama Broadcasters Assn. Fall Meeting, U. of Alabama Campus, Tuscaloosa.

Oct. 10-14: Society of Motion Picture Engineers 66th semi-annual convention, Roosevelt Hotel, Hollywood.

Oct. 14: AAAA Annual Central Council Meeting, Hotel Drake, Chicago.

Oct. 16: North and South Carolina Broadcasters Assns. joint meeting, Southern Pines, N. C.

Oct. 16-18: AAAA Annual Pacific Council Meeting, Arrowhead Hot Springs Hotel, San Bernardino, Calif.

Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.

Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention, Arrowhead Springs Hotel, Arrowhead Springs, Calif.

Oct. 20: AWB Dist. 9, Sherman Hotel, Chicago.

Oct. 27: D. C. Public Utilities Commission hearing on Transit Radio, Washington.

Oct. 27-29: Audio Engineering Society "Audio Fair," Hotel New Yorker, New York.

Oct. 28-29: Kansas City Section of Institute of Radio Engineers, President Hotel, Kansas City, Mo.

Oct. 29-Nov. 5: Canadian National Radio Week.

Oct. 30-Nov. 5: National Radio and TV Week.

Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 4: AFA 5th District, Indianapolis, Indiana.

BE FIRST IN BOOMING HOUSTON

Where Katy Park Industrial Development Corporation is building a new 50 MILLION DOLLAR Center on 23 acres of the "closest in" industrial property in the City. This is just the latest* big industrial expansion in this Great Southwestern Metropolis, where **ONE STATION LEADS IN ALL IMPORTANT CATEGORIES.**

*at press time.

KPRC

FIRST in Hooper
FIRST in B M B
FIRST in the South's First Market
To sell Houston and the great Gulf Coast Area . . .
Buy **KPRC**

FIRST IN EVERYTHING THAT COUNTS

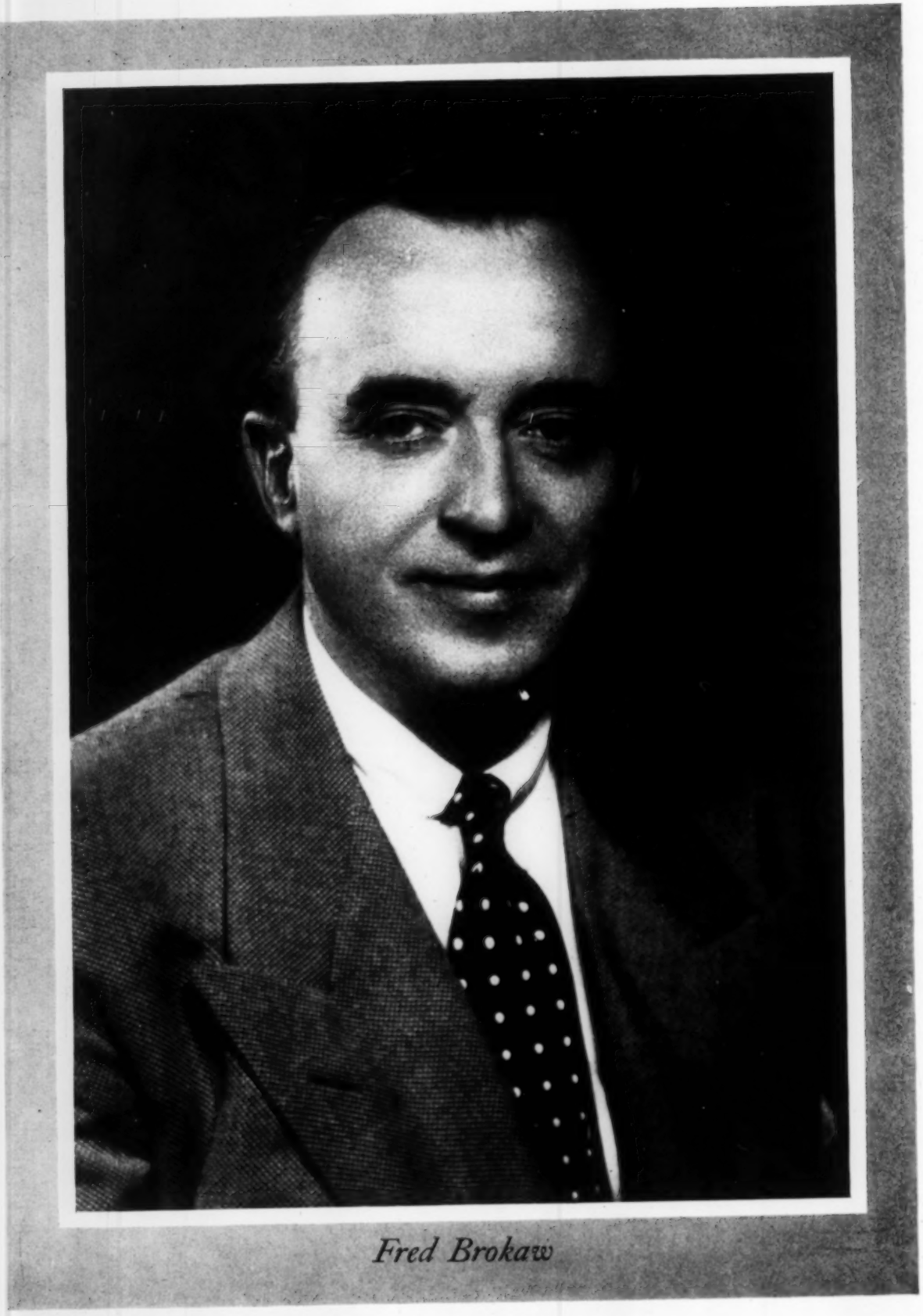
KPRC
HOUSTON

950 KILOCYCLES — 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, Gen. Mgr.

Represented Nationally by Edward Petry & Co.



Fred Brokaw

XUM

...I know Fred Brokaw

You probably know him too if you are in this business. His many friends are really good friends. I guess it is not just because of his remarkable personality but because of his good, solid business sense.

I met him first a way back when he was a long, lanky, awkward freshman. We thought he was pretty good material for our fraternity up at Cornell. One night we invited him over for dinner just to "look him over". Later I planted myself in one of the upstairs studies. You see I was a senior then. As our boys were showing him the house they brought him in and conveniently disappeared. I asked Fred to sit down and after some discussion I had the honor of putting our pledge button on his lapel.

After he graduated he came to New York where I was already making progress in the advertising business. He asked me, "How do you get a job in this racket?" I objected to the name "racket" because I considered the business pretty important and liked to think it was a profession. I gave him the kind of advice a senior should give a freshman. Before I knew it he had a job selling magazine advertising. He made quite a name for himself and made friends who have never left him.

Then back early in 1933 I set up this radio representative business. Looking for the best man I could find, I took on Fred Brokaw. At first he was useless or worse. He couldn't seem to adjust himself to the lack of factual sales information that was characteristic of radio in those days. Then he came into my office one day and said, "I think I'll write an article about radio." I said, "You! You tell me you know nothing about radio." He wrote it and *sold* it to a national magazine. Among other letters one came from Deke Aylesworth, then president of N.B.C., inviting Fred to his office to meet John Royall, then in charge of programs. This probably helped Fred get his confidence, because from then on there was no question about his success in the broadcasting business.

I think most people in broadcasting know Fred Brokaw and share some of the feelings I have for him. We have been working together now for sixteen years. No man could have a more able, more agreeable, or more pleasant business partner.

Now Fred is going to Chicago to supervise our activities in the Middle West and West Coast. He is moving with his family and will make that his permanent home. I know he will be welcomed by his many old friends and soon make many new ones. He will have new responsibilities and new opportunities. Our vice-president Gar Packard will continue his very able work there as manager. I will miss Fred here in New York but his activities in Chicago, as resident partner, will balance our national organization. I know Fred Brokaw.

Paul H. Raymer

Paul H. Raymer Company, Inc.

RADIO AND TELEVISION ADVERTISING

New York Boston Detroit Chicago Hollywood San Francisco

NILES TRAMMELL (r), NBC pres., and Frank C. Verbest, pres. of Blatz Brewing Co., Milwaukee, examine contract for Blatz sponsorship of *Duffy's Tavern* with Ed "Archie" Gardner on NBC Thurs. nights, which started Sept. 29. Agreement calls for 52-week half-hour show.

CHARLES "Buddy" Rogers (l), movie star, singer and musician, now heard as m.c. on ABC's new *Pick a Date* audience participation program, contracts for series as Mark Woods, president of ABC, smiles approvingly. *Pick a Date* is heard over ABC Mon. through Fri. at 11:30 a.m.

JOVIAL group contracting for General Electric Supply Corp. sponsorship of Georgia Tech football games on WSB-TV Atlanta includes (l to r): seated—Robert A. Clark, GE district mgr.; W. A. Alexander, Tech athletic dir.; John M. Outler, WSB-TV gen. mgr., and Bobby Dodd, Tech grid coach; standing—Howard D. Peacock and D. M. Clarke Jr., both of GE appliance sales div.

GENERAL ELECTRIC buys sponsorship of all U. of Nebraska football games on WOW Omaha and KODY North Platte and sponsorship of all telecast home games from Lincoln over WOW-TV, and also the *Martha Bohlson Home Economists Show* on WOW, for 26 weeks. L to r are A. H. Luebbe, GE district mgr.; Fred Ebener, WOW sales mgr., and Dan Kelley, GE sales mgr.

ERNIE NEVERS, former All-American football star, contracts to broadcast *Scout Report With Ernie Nevers* during quarter-hour prior to broadcasts of all Forty Niner pro grid games on KSAN San Francisco. Christopher Dairy Farms Milk is sponsor. Participating are (l to r) Bob Hughes of KSAN sales; Ev Fisher of Fisher-Dillingham Agency, and George Christopher, dairy owner.

DISC JOCKEY'S DISCHARGE

Court Upholds WINX in Possible Precedent Case

PLEA of a discharged disc jockey, Les Sand, for reinstatement on WINX Washington pending outcome of a $100,000 damage suit against the station was refused Thursday morning by Judge T. Alan Goldsborough, of the U. S. District Court, District of Columbia.

The court accepted the contention of William C. Koplovitz, WINX counsel, that reinstatement would amount to a court order directing the station to carry a broadcast program.

Involved in the Thursday hearing was the possibility that stations would be unable to discharge talent, or other employes, without becoming involved in injunction proceedings.

The hearing was held after Judge Goldsborough had issued a restraining order in chamber Sept. 23 under which WINX was directed to reinstate Les Sand until argument could be heard. The judge had heard counsel for Mr. Sand, Philip Shinberg, ask the order on the ground his client had an oral contract with William A. and Dolly R. Banks, WINX owners who took over the station's assets last June.

Koplovitz Replies

Mr. Koplovitz argued the only arrangement between the station and Mr. Sand dealt with payment of $1.50 to Mr. Sand for each spot announcement on the 8-10 p.m. *Sandman* program on WINX. The station contended the disc jockey was hired on a week-to-week basis by the new owners. He had joined WINX in May and prior to that had been at WWDC Washington.

Mr. Sand contended in his suit that his professional career has been injured, and requested reinstatement on WINX, or as an alternative, $100,000 in damages. He charged that because of "unusual talents and abilities" the number of advertisers on the program was built up from less than 30 to around 100.

The complaint stated that early in Septmeber Mr. Sand got a letter from Dolly R. Banks, of WINX, saying the station would dispense with his services after Sept. 24 and terming the program uneconomical. This reason is described in the complaint as a subterfuge designed to let the station shift clients to other programs and use regular announcers at lower cost.

At the Thursday hearing Mr. Koplovitz said WINX had taken some of the time used by the jockey for public service programs, and an order compelling the station to reinstate the disc jockey would in effect put the court in the position of regulating station programming.

WINX is expected to file a motion for dismissal of the complaint on the ground there is no cause of action at law.

Mr. Sand remained on WINX after the Sept. 23 court order until the order was dissolved Thursday.

Facsimile

(Continued from page 30)

livers a *permanent* record into your home." The latter quality is considered FX's most significant asset.

FX "needs no pre-event planning" and covers spot news and pictures as they happen, at times and from places where no TV camera is available. FX may lack action, the book explains, but it can handle important, interesting types of material which TV can't handle effectively. Also, FX doesn't demand the constant, undivided attention of the listener.

After pointing out the various advantages of both FX and TV and the respective places they fill, the authors conclude that the competition between the two media is mainly economic and that TV-FX combinations eventually "will be commonplace in living rooms when set costs go low enough through mass-production economies."

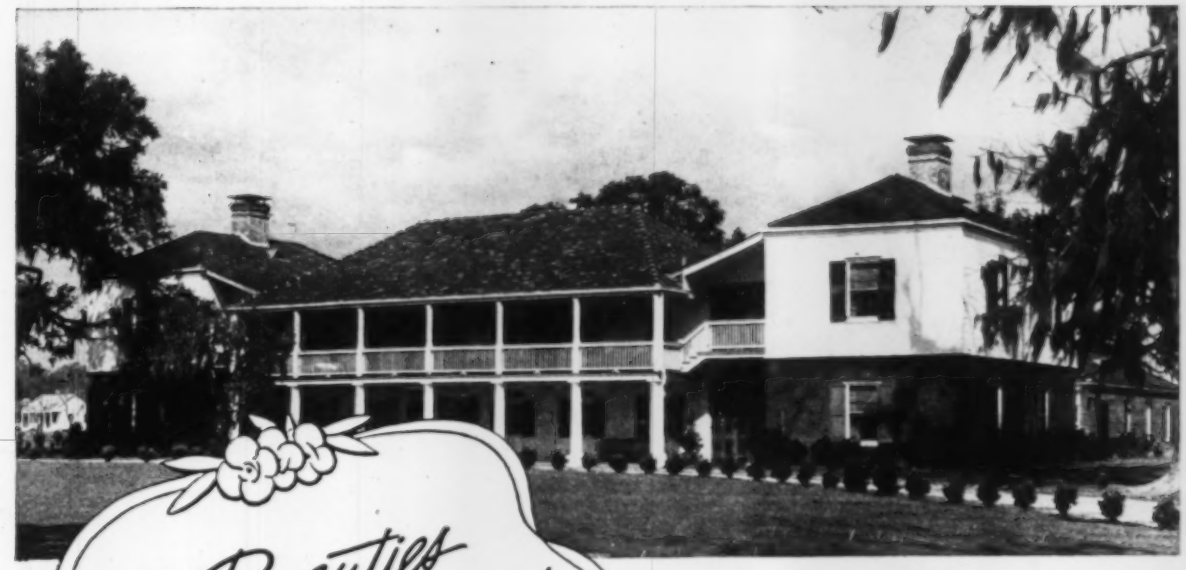
In a chapter dealing with general aspects of freedom of the press on the air, the authors state that "facsimile is credited with putting a new argument into radio's fight for freedom" and cites predictions that facsimile, "if tested in court, might be the instrument that would emancipate radio."

Reviews Growth

Other portions of the detailed volume review the 100 years' growth of facsimile through its various forms and outline the extensive new uses of FX in all forms of mass and special communication. FCC rules and standards, as well as procedures for obtaining FX broadcasting authorization from the Commission, are explained and details on how to set up and operate a facsimile radio newspaper station are given.

Extensive details on FX newspaper operation are presented in chapters on staff, programming, writing, makeup, photography, production and advertising. All of these are based on the experience of the *Miami Herald* and the authors. Other commercial aspects of the new medium also are considered. Layman's explanation of the FX technical equipment is presented.

Explaining that "facsimile is opening a new era in printed communications," the authors point out that "unlike many new industries, facsimile is not competing with any thing that closely resembles it. Nothing else does precisely what facsimile can do. . . . The world is its market: wherever men live, there is a need for information, and facsimile can keep them informed."



3 Beauties of the Deep South

1. ORMOND PLANTATION, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.

2. THE WORLD'S LARGEST STRAWBERRY AND SHRIMP FREEZING PLANT, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

JACKPOT BAN REACTION

Gallup Finds Public Favors Shows

GIVEAWAYS were much in the news last week. Among featured stories were:

1. A Gallup poll which shows that 83% of listeners tune in giveaways.

2. A charge by Walter Schwimmer, president of Radio Features Inc., that giveaways were ruled off the air for "personal and emotional reasons."

3. An interview of Commissioner Paul A. Walker on Mutual's *Meet the Press* in which he stated that the FCC was "not at all discouraged" by court orders.

The stories follow:

Gallup Poll Shows People Like Giveaways

HALF of the population believes giveaways ought to continue on the radio, according to a Gallup Poll, results of which were announced last week.

Dr. George Gallup, director of the American Institute of Public Opinion, reported that interviews conducted in all states showed that 83% listened to giveaways, although 32% listened "very seldom"; that 53% of those who listened found such programs "interesting"; that 50% of all those interviewed favored the continuation of giveaways.

In response to the question: "How often do you, yourself, listen to radio giveaway programs?" 22% said "often," 29% said "once in a while" and 32% "very seldom." Seventeen percent never listen.

The 83% who listened, in some degree, to giveaways, were asked if they found giveaways interesting or not. Of these, 53% found them interesting, 25% said they were not interesting, and 5% had no opinion.

All those interviewed were asked whether they thought such programs should be continued. In answer to this 50% said yes, 27% wanted giveaways abolished, and 23% had no opinion.

Education was found to be a factor in the desire of respondents to keep or eliminate giveaways. Among those with college training only 40% would continue giveaways, 38% would abolish them and 22% had no opinion. Among those with high school education 54% would continue giveaways, 24% would abolish them and 22% had no opinion. On the grade school level 49% would continue giveaways, 27% would abolish them and 24% had no opinion.

* * *

Schwimmer Makes Charges in Chicago

CERTAIN members of the FCC would like to see giveaways ruled off the air "for personal and emotional reasons," Walter Schwimmer, president of Radio Features Inc., charged Wednesday in a speech read before the Chicago Radio Management Club. Mr. Schwimmer's address was read by William McGuineas, retiring president of the club, when the speaker was suddenly called out of town.

"These FCC members know that the only way to get giveaways off the air is by finding a device," Mr. Schwimmer said. "The device they are using is a statute covering lotteries. If the FCC had the privilege of censorship it would be a terrible thing. Then, by the simple expedient of invoking the censorship rule, giveaways would be banned immediately and, as a corollary, so would other types of radio programs which certain members of the FCC might also personally dislike."

The Radio Features president predicted that if this should come to pass, "radio would become second-rate and cease being the great medium it is." He reminded the club that lottery is a serious offense—"in fact, a criminal offense, and anyone committing a lottery is subject to some penalties so severe that it would seem to require the attention of some government law enforcement body."

He noted that recently, by act of Congress, a regulation specifically places the policing of lotteries in hands other than the FCC.

Mr. Schwimmer cited *Pot O' Gold's* victory over the FCC several years ago, when the Justice Dept. refused to prosecute, holding that if it was a lottery "it was of so minute and trivial a nature as to be not worthy of prosecution."

* * *

Walker Says FCC Expected Stay Order

FCC WAS neither surprised nor discouraged by the issuance of court orders temporarily staying the effectiveness of its rules banning giveaways [BROADCASTING, Sept. 19, 26].

This was disclosed by Paul A. Walker, vice chairman of the Commission, during an interview on Mutual's *Meet the Press* two days after FCC, on the basis of the court orders, announced Sept. 21 that effectiveness of the giveaway rules would be postponed until at least 30 days after pending court tests have been decided.

He said the Commission had "presumed" the rules would be stayed and therefore was "not at all discouraged." Asked whether he was "confident" the Commission's rules would be sustained by the courts, he observed: "I hope the courts will uphold our decision —but you can't be confident of any court decision until it is rendered."

He contended giveaways have been a cause of official concern since the days of the Federal Radio Commission. He was questioned sharply on the reason for the Commission's adoption of the rules by less than majority vote. (The vote was 3-1, Comrs. Walker, Webster and Sterling voting for, and Comr. Hennock dissenting.)

He said they didn't "deliberately" wait until only four members were present, but that it just happened no other Commissioners were there when the question was reached on the agenda.

He said it was his opinion that a majority would have endorsed the rules if all seven members had been present. He pointed out that the non-voting commissioners had not called for reconsideration.

He said an "accumulation" of giveaway programs prompted issuance of the FCC rules, and that it was his and the Commission's opinion that such programs are lotteries within the meaning of the law. He denied that "censorship" was involved in the Commission decision.

Comr. Walker conceded that FCC had referred giveaway programs "a number of times" to the Justice Dept. for prosecution under the lottery statutes. Justice's failure to prosecute, he said, might be taken to mean the department did not consider them lotteries or that other cases were more pressing.

Albert L. Warner was moderator for the program. Interviewers were John Crosby of the *New York Herald Tribune*; Phelps Adams of the *New York Sun*; Harriet Van Horn of the *New York Mirror*, and Lawrence Spivak of the *American Mercury*.

Show Goes On

A BROKEN arm didn't stop Walt Gaines, manager of WCPM Middlesboro, Ky., from recording the recent Middlesboro-Knoxville football game. Mr. Gaines was climbing the steps to the broadcasting booth when he fell on a step and fractured his arm. He recorded the entire game with his arm unset —the only serious casualty reported at the Knoxville stadium, on or off the field.

GIVEAWAY TRIAL

Networks Prepare Case For Statutory Court

NETWORKS challenging the legality of the FCC giveaway rules are hopeful that the next step in their proceedings will be the trial of the issues before a three-judge Federal Statutory Court in New York.

Normally the next step of ABC, CBS and NBC would be to move for a temporary injunction to take effect on the expiration of the present stay granted by Judge Simon H. Rifkind [BROADCASTING, Sept. 26].

Several network legal experts, however, believe the need for a temporary injunction has been rendered academic by the FCC's own action postponing the giveaway rules pending the suits.

Assuming the case now proceeds directly to trial, it is expected that the networks will be ready to present their cases in November or early December. The hearing for a temporary injunction has been set down for Oct. 27, but it is considered likely the networks would not be ready for the trial itself on that date.

Actual decision as to when the trial date will be set probably will be a matter worked out in a conference between the court, the FCC and the networks' counsel.

The trial itself is not expected to be of long duration. Comparatively few witnesses are expected to be called and many of the facts may be put on the record by agreement. Affidavits already on file in the matter contain the burden of the networks' cases, it is said, although the networks intend to present in far greater detail the operation of the giveaway cases they have referred to in their complaints and affidavits.

Although network lawyers are cautious as to committing themselves to any timetable, it is believed that if no unforeseen delays come up, a Supreme Court decision in the case could be possible before next summer. It is a foregone conclusion that an appeal to the highest court will be taken regardless of whether the FCC or the networks win before the Statutory Court.

NEWS PROTECTION

Given Under Ala. Law

ALABAMA last week became the fourth state to enact a law giving radio newsmen the same protection from revelation of news sources as that granted newspaper reporters and commentators.

The Alabama legislation became law without the signature of Gov. James E. Folsom.

The three other states that have amended newspaper privilege laws this year to grant equal protection to radio are Arkansas, Indiana and Maryland. Campaign to obtain this protection from states was started a year ago by the NAB Radio News Committee, of which E. R. Vadeboncoeur, WSYR Syracuse, was chairman, and Arthur C. Stringer, NAB staff director, was secretary.

The campaign has been continued since Mr. Vadeboncoeur's resignation as chairman by Wilton E. Cobb, WMAZ Macon, Ga., the new chairman. Other members of the committee are James L. Howe, WCTC New Brunswick, N. J., and Sig Mickelson, WCCO Minneapolis.

Station WICA, Ashtabula, Ohio

THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

Distributed by Graybar — Offices in 100 Principal Cities

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS

RADIO sellers appearing on the "Selling Radio" panel at the West Virginia Assn. of Broadcasters convention [BROADCASTING, Sept. 19] (l to r): Joe L. Smith Jr., owner of WJLS Beckley and WKNA Charleston; John New, general manager of WTAR Norfolk, Va.; and Frank Silvernail, chief time-buyer, BBDO. They discussed radio sales problems before representatives of 34 stations.

WEST VIRGINIA Assn. of Broadcasters' delegates learn about television from these experts making up a TV panel (l to r): Campbell Arnoux, president of WTAR Norfolk, Va.; John McCoy, chief television attorney of FCC; James T. Quirk, general manager of WKNA Charleston; George B. Storer, president of Fort Industry Co., presiding chairman; Glenn Boundy, chief engineer of Fort Industry; James Ketchie of RCA.

LUNCHEON speakers John S. Phillips, of WCAW Charleston, president of the West Virginia Assn. of Broadcasters, and Jennings Randolph, former U. S. Representative from the Mountain State and now executive vice president of Capitol Airlines, chat during meeting held Sept. 16-17 at the Greenbrier Hotel, White Sulphur Springs.

WARNER DRUG

Firm To Sponsor Winchell

SPONSORSHIP of the ABC Sunday night Walter Winchell broadcasts by William R. Warner Co., New York, effective Jan. 1, 1950, was announced jointly last week by Elmer H. Bobst, president of the company and Mark Wood, network president.

The weekly broadcasts on behalf of the drug firm's Richard Hudnut Home Permanent Wave and other hair products, were contracted for directly by the firm, which is represented for its Richard Hudnut, Du Barry and other beauty products by Kenyon & Eckhardt, New York.

The contract was said by the network to involve more than one million yearly for time charges and Mr. Winchell's services. Program is currently sponsored by Kaiser-Frazer Corp., Willow Run, Mich. (Through William Weintraub Co. New York).

SERIES of three one-hour salute programs have been exchanged between Royal Air Force Central Bands of Britain and U. S. Air Force Band for joint release in U. S. over Continental FM Network and in Britain over BBC.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Aug. 31	228
Number of network commercials starting during September	35
Number of network commercials ending during September	7
Number of commercials on the four nationwide networks, Sept. 30	256

September Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Frank H. Lee Co.	Robt. Montgomery Speaking	ABC	Thurs. 10:10-10:25 p.m.	Grey
Greystone Press	Mrs. Fix It	ABC	Tues. & Thurs. 3-3:15 p.m.	Humphrey
Petri Wine Co.	Adventures of Sherlock Holmes	ABC	Wed. 8:30-8:55 p.m.	Y&R
Richfield Oil Corp. of N. Y.	Richfield Sports Reporter	ABC	Sat. 7:30-7:45 p.m.	M, H & J
Adam Hat Stores	Drew Pearson	ABC	Sun. 6-6:15 p.m.	Weintraub
Radio Offers Co.	Housewives Money-Maker	ABC	Thurs. 10:45-11 a.m.	Hoge
Bruner-Ritter	Chance of Lifetime	ABC	Sun. 9:30-10 p.m.	Raymond Spector
Serutan Inc.	Victor Lindlahr	ABC	Mon., Wed., Fri. 10:45-11 a.m. Sun. 11-11:15 a.m.	Durstine
Pillsbury Mills Inc.	House Party	ABC	Mon.-Fri. 12-12:25 p.m.	Leo Burnett
Smith Brothers	Stop the Music	ABC	Sun. 8:15-8:30 p.m.	SSC&B
Block Drug Co.	Burns & Allen	CBS	Wed. 10-10:30 p.m.	C & P
Liggett & Myers	Bing Crosby	CBS	Wed. 9:30-10 p.m.	N-E
M & M's Candies	Joe Di Maggio Show	CBS	Sat. 10-10:30 a.m.	Lynn Baker
Wildroot	Arthur Godfrey	CBS	Alternate, 10:15-10:30 a.m.	BBDO
Williamson Candy Co.	True Detective Stories	MBS	Sun. 5:30-6 p.m.	Moore & Wallace
Cudahy Packing Co.	Nick Carter	MBS	Sun. 6:30-7 p.m.	Grant
D L & W Coal Co.	The Shadow	MBS	Sun. 5-5:30 p.m. (East Coast)	R & R
Grove Labs	The Shadow	MBS	Sun. 5-5:30 p.m. (remainder)	Cohen
Doubleday & Co.	Sidney Walton News	MBS	Sun. 1-1:15 p.m.	Hoge
Natl. Biscuit Co.	Straight Arrow	MBS	Tues., Thurs. 5-5:30 p.m.	M-E
Wander Co.	Captain Midnight	MBS	5:30-6 p.m., Tues. & Thurs.	Blackett-Hill
Ralston-Purina Co.	Tom Mix	MBS	Mon., Wed., Fri. 5:30-6 p.m.	Gardner
Rhodes Phamacal	Gabriel Heatter	MBS	Tues. & Thurs. 7:30-7:45 p.m.	Larson & McMahon
Helbros Watches	Quick as a Flash	MBS	Sat. 7:30-7:55 p.m.	Dorland
Murine Co.	John B. Kennedy	MBS	Sat. 7:55-8 p.m.	BBDO
Doubleday & Co.	Doubleday Quiz	MBS	Mon.-Fri. 12:15-12:30 p.m.	Hoge
American Tobacco	Light Up Time	NBC	Mon.-Fri. 7-7:15 p.m.	BBDO
Blatz Brewing Co.	Duffy's Tavern	NBC	Thurs. 9:30-10 p.m.	CFC&C
Animal Foundations	Confidential Close-Ups	NBC	Sat. 5:45-6 p.m.	Comstock, Duffes
Brown & Williamson	People Are Funny	NBC	Sat. 9:30-10 a.m.	Seeds
Greystone Press	Mr. Fixit	NBC	Sun. 12-12:15 p.m.	Humphrey
Gruen Watch Co.	Hollywood Calling	NBC	Sun. 7-7:30 p.m.	Grey
John Morrell & Co.	Lassie	NBC	Sat. 11-11:15 a.m.	HH&M
Wildroot	Sam Spade	NBC	Sun. 8-8:30 p.m.	BBDO
Standard Oil Co. of Calif.	Standard School Broadcasts	NBC	Fri. 10-10:30 a.m.	BBDO

September Deletions

Carnation Co.	Contented Hour	NBC	Mon. 10-10:30 p.m.	Wasey
Gen. Electric Co.	Fred Waring	NBC	Thurs. 10:30-11 p.m.	BBDO
Bayuk Co.	Inside of Sports	MBS	Mon.-Fri. 7:45-8 p.m.	Ivey
Wildroot Co.	Sam Spade	CBS	Sun. 8-8:30 p.m.	BBDO
Assn. American Railroads	The Railroad Hour	ABC	Mon. 8-8:30 p.m.	B&B
Bristol-Myers	Break the Bank	ABC	Fri. 9-9:30 p.m.	DC&S
Evershorp Inc.	Stop the Music	ABC	Sun. 8:15-8:30 p.m. segment	Biow

FELMAN CASE

FCC Files Supporting Brief

SUPPORTING BRIEF has been filed by FCC to its motion for dismissal in the U. S. District Court for the Northeast District of Illinois, Eastern Div., of complaint filed by A. J. Felman against the FCC's new rules banning time-reservation pacts in station sales.

FCC claimed that Mr. Felman, one-time owner of WJOL Joliet, Ill., which he sold in 1937 for a consideration including reservation of free air time, had acted prematurely in filing complaint since he had failed to complete litigation before FCC. The Commission further pointed out that the U. S. Court of Appeals for the District of Columbia had supported FCC's stand in dismissing a similar appeal by Mr. Felman. This latter appeal had been directed against the FCC's revised proposed decision to grant renewal of license to WJOL on condition the station sever the time contract.

Radio Helps Cupid

WBAL Baltimore is proud of its help in obtaining a job for a young California girl, beset with problems, via a 90-second spot over Morgan Beatty's *News of the World* (NBC). Peggy Petersen, who fell in love with William J. Sansbury, a prisoner, while she was receptionist at San Quentin, Calif., drew her savings out of the bank and followed him to Baltimore where Maryland authorities wanted him on forgery charges. Her funds fast depleted because of lawyer's fees and living costs. Tom White, WBAL newscaster, carried a spot on the Beatty show telling the girl's story. A Baltimore rug dealer, whose uncle is a physician at San Quentin, hired her as secretary until her fiance is released and they can marry.

WSAP SWITCH

Proposed in FCC Decision

INITIAL decision to grant WSAP Portsmouth, Va., switch from 250 w on 1490 kc to 5 kw on 1350 kc, directional, was reported last week by FCC.

The Commission also announced proposed decisions to grant Coast Radio Broadcasting Corp. a new 5 kw daytime outlet on 1540 kc at Los Angeles and to deny new 10 kw daytimer on 1000 kc to Evangelist C. Thomas Patten at Oakland, Calif. FCC considered Mr. Patten personally unqualified.

The initial decision, written by FCC Hearing Examiner Fanney N. Litvin, found that the proposed WSAP regional operation would not cause objectionable interference to any existing station. The decision stated that the proposed night service would cover only 65% of the population within the Portsmouth-Norfolk-Newport News area, whereas the Commission's rules require 90% coverage, but held that this deviation should not preclude the grant. It was pointed out the area now receives limited service and the WSAP proposal would serve very substantial area and population both day and night.

Coast Radio was preferred by the Commission over two other applicants on grounds of greater ownership-operation integration. Proposed denials were issued to Huntington Broadcasting Co., Huntington Park, Calif., a part of the Los Angeles metropolitan area, and to San Gabriel Valley Broadcasting Co., Monrovia, Calif., both seeking the same assignment.

San Gabriel Ruled Out

The Commission ruled out San Gabriel Valley Broadcasting on ground it was financially unqualified in view of the death of one of its principal stockholders and capital contributors. Earlier the Commission had denied the petition of this firm to amend its application so as to show new stockholders and financial arrangements. FCC held such an amendment would constitute a new application and further delay the already drawn-out proceeding.

In denying the application of Mr. Patten, who was said to hold extensive hotel and real estate interests in the Oakland and Los Angeles areas, the Commission alleged that the applicant misrepresented civic interests and proposed program plans as well as details involving the Oakland Bible Institute and Academy of Christian Education. Mr. Patten is director and Mrs. Patten dean and director of both institutions.

The proposed decision stated that these "misrepresentations indicate an underlying propensity on the part of the applicant to embellish or manufacture facts whenever he might consider it to be to his advantage to do so" and that "even when an opportunity was presented to rectify or correct a misrepresentation, it was used as an attempt to further mislead the commission."

Ownership details of the 1450 kc applicants follow:

Coast Radio Broadcasting Corp., Los Angeles—Proposed grant, 1540 kc, 5 kw daytime. Principals: Hugh R. Murchison, investment banker, president 60%; Harry E. Straub, dentist, vice president-treasurer 5%; M. V. Moulton, engineer and director of Sunset Oil Co., secretary 5%; Thomas S. Bunn, attorney, director 10%; Ellen D. Welsh, 10%; and Elsie H. Jones, 10%.

Huntington Broadcasting Co., Huntington Park, Calif.—Proposed denial, 1540 kc, 1 kw daytime. Principals: Lloyd D. Mitchell, owner Mitchell Travel Service, president 5%; Leon Wyszatycki, owner-operator of WWOL Buffalo, N. Y., and former Polish block time programmer on WEXL Royal Oak, Mich., and WJBK Detroit, vice president 60%; George Edward Scott, jewelry firm employe, secretary-treasurer 5%. Seven others hold interests of 5% and less each.

San Gabriel Valley Broadcasting Co., Monrovia, Calif.—Proposed denial, 1540 kc, 5 kw daytime. Principals: Herbert Herzenberg, coordinator of traffic safety, Bureau of Accident Prevention, California Dept. of Motor Vehicles, president 27.78%; Alexander Lewis, parking lot business in Los Angeles, vice president 27.78%, and William J. Omer, now deceased, who had been in real estate business, secretary-treasurr 44.44%.

They Took The Air

RADIO coverage of Democratic Western States Conference was the heaviest of any such event ever held in the West, according to William Boyle Jr., chairman of the National Committee. Sixteen network programs carried the story of the conference to the nation and the West, with Vice President Alban W. Barkley and others taking part in broadcasts. The broadcasts began about ten days before the conference opened.

ENGINEERS MEET

AIEE Plans Symposium

ALLEN B. DuMONT Labs' engineers will conduct a six meeting symposium on oscillography starting Oct. 10 for the New York section of the American Institute of Electrical Engineers. All meetings will be from 7 to 9 p.m. and will be at Vail Hall, 540 Broad St., Newark, N. J.

Another six-lecture series, on "Recent Developments in Antenna Design," will be conducted by the AIEE jointly with the Institute of Radio Engineers, starting at 7 p.m., Oct. 18, at 33 W. 39th St. On Oct. 17, J. J. Farrell, engineer-in-charge, Transmitter Div., General Electric, will speak on "The Story of Electronics" before the AIEE's Hudson Valley Div. at Central Hudson Gas & Electric Co., Poughkeepsie, N. Y.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN • ARTHUR GODFREY • BOB HAWK • SUSPENSE
LUX RADIO THEATRE • MY FRIEND IRMA • BUDDY CLARK
LOWELL THOMAS • HALLMARK PLAYHOUSE • JACK SMITH • THE F.B.I.
DICK HAYMES • EDWARD R. MURROW • SING IT AGAIN • REILLY
MR. & MRS. NORTH • THE GOLDBERGS
LUCILLE BALL • ABE BURROWS
MR. KEEN • CRIME PHOTOGRAPH
JOAN DAVIS • GROUCHO MA
MR. CHAMELEON • DR. CHRISTIAN
BING CROSBY • BURNS & ALLEN
EVE ARDEN • AMOS 'N' ANDY
JACK BENNY • INNER SANCTU
RED SKELTON • HELEN HAYES
HORACE HEIDT • MYSTERY THEA
PHILIP MARLOWE • GANG BUSTERS • DINAH SHORE • GENE AUTRY
HIT THE JACKPOT • WE, THE PEOPLE • VAUGHN MONROE • CONTENTED HOUR
FAMILY HOUR OF STARS

NOW ON WGR CBS 550

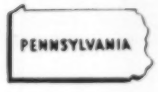
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

How The Friendly Voice

Makes Listeners Loyal

Nestled in the great Ohio River Valley in the hills of West Virginia, WWVA sends its 50,000 watt beam into the prosperous steel mill belt of 

, into the coal mining areas of

and

into the tobacco and cotton sections of

, and in and around and about the Blue Ridge Mountains of

. (BMB says so.) That's a lot of territory

and a lot of listeners! In fact, 8,338,180 people live and work in the 230 counties of this 11-state area WWVA reaches. And they set their dials at 1170 because they like

XUM

ice of WWVA

oyal . . .

the homey local programs **and the top-flight** **shows that WWVA** **sends their way. Proof? Last year—1948—more than a half-million pieces of mail** **came from WWVA listeners, and WWVA artists played to nearly one-half million people in personal** **appearances!**

We're proud of WWVA, and we're equally proud of all Fort Industry stations because each, in its area, commands the same listener loyalty and responsiveness. Why? Because Fort Industry, since its inception 22 years ago, has reinvested over 73% of its profits in better facilities and service for the benefit of the people in the seven vital markets it serves.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Freedom or Hokum?

FOR MANY months it has been an open secret in radio regulatory circles that something would pop on the so-called issue of "monopoly in public opinion". It erupted violently with the filing of an anti-trust suit by the Dept. of Justice against the *Lorain (Ohio) Journal*, and it was founded largely on alleged coercive practices against WEOL-AM-FM Elyria-Lorain.

The Department, of course, at this stage merely alleges conspiracy to monopolize the dissemination of news. The individual principals of the newspaper upon inquiry of this journal, denied the charges on all counts. The stations are maintaining silence.

If the *Lorain Journal* in fact has tried to acquire ownership of the stations and of a competitive Sunday newspaper by refusing to accept the business of companies which have used these other media then it has perpetrated an unfair trade practice of a most reprehensible nature. And the laws should be invoked.

It is usual in such proceedings to haul out the First Amendment and to haul up the freedom of speech pennant. For 18 years BROADCASTING has never failed to call its shots as it saw them whenever freedom of the media of expression has been impinged upon ever so lightly.

But it is another matter to attempt to monopolize by coercion. When the privilege of press freedom, or for that matter of radio freedom, is abused to the extent of introducing unfair trade practices, we think the issue transcends the guarantees of the First Amendment.

This case also may possibly encompass the refusal of some newspapers to publish the logs of their own stations while denying space to others.

For these reasons, we applaud the action of the Attorney General in the Lorain case which now is necessarily inquisitorial. If the newspaper is innocent of the charges, the courts will so decree. If the reverse is true, then those responsible should be enjoined forthwith.

Railroading the Railers

THOSE who are exposed to the spirited (and oft-times spiritual) declamations of competing media, know intimately the bleats that the American listener is a moron or, at best, an individual of lowly intellectual estate.

The favorite pastime is to berate the tuner-in as a lover of things for free, of mass production drama and of jazz. He is portrayed as a sad prospect who might inadvertently hear a commercial and then not understand it.

Let the space super-salesman take pause. Let him, for example, take the case of *The Railroad Hour*.

Railroad men are hard-bitten businessmen. They have faced a tough competitive battle in the transportation field. After careful study they decided to address the public by radio.

The results: The Monday evening program of operettas and musical comedies, according to the railroads' own scientific survey, is heard by "unusually intelligent people." It isn't an audience merely of lovers of better music. It comprises business and professional people, students, ministers, public officials, writers and perhaps even an occasional politician. The many railroad workers have pride in the program and an improved *esprit de corps* has resulted.

This is another saga in the success stories that belong to radio. If these multi-million listeners are of that specious species of 13-year olders the space salesmen sputter about, let them make the most of it. And then let them malign no more.

An Editorial

PROF. MITCHELL V. CHARNLEY, of the U. of Minnesota, comes forward (see OPEN Mike, page 14) with an eminently sensible suggestion. It is, that a station expressing its views over the air look for no startling descriptive phrase, but call those views simply: "Editorials." He points to the dignity which the word has attained through the efforts of thousands of zealous editors during the centuries since Gutenberg invented movable type.

It seems to us that there is a great deal to be said for Prof. Charnley's suggestion. Radio, we have long contended, is simply a swifter and more all-encompassing journalism. It is *audible journalism*. What better name then for spoken opinions than "editorials."

Prof. Charnley, you may advance to the head of the class.

NARBA Snarl (Mex.)

ON ANOTHER page in this issue appears a single-column advertisement of XERF, a Mexican border station. The ad proclaims that the clear channel station, licensed to operate with 150,000 w, drew more than one million letters from American listeners. It claims that the station blankets the U.S.A.

XERF doubtless is a good station technically. It occupies one of Mexico's eight 1-A (entirely clear) clear channels. Its authorized power is three times that allowed in the United States or Canada. Its transmitter is at Villa Acuna, just across the border from Del Rio, Tex., and it uses the latter location as its "mail address." The facilities essentially are those formerly assigned to the late and rather notorious Dr. John R. Brinkley, whose goat-gland rejuvenations and prescriptions by remote control were known wherever the signals of his XER were heard. Dr. Brinkley was thrown off the U. S. air and took refuge in Mexico. That was the onset of the big-time border radio rush.

Paradoxically, this XERF advertisement (one of a scheduled series) is placed as the quinquennial NARBA conference is off to a gloomy start in Montreal. Mexico is not represented. Chances for negotiation of an acceptable and effective treaty are regarded as dim because of Mexico's supposedly premeditated non-participation.

The "border station" problem is high on the Montreal agenda. The very essence of NARBA, since the first treaty was drawn in 1927, has been that facilities are allocated to serve the nationals of each signatory country, and not those across the borders. Mexico has winked at this precept from the start. It has all but welcomed renegade American broadcasters.

U. S. stations on our borders make no claims of coverage in our neighbor countries. Facilities are used to serve U. S. listeners.

The precise opposite is true in the case of Mexican border outlets. Mexican populations along the borders are not adequate to warrant clear channel or high power assignments. Mexican facilities should be so allocated as to serve Mexican residents. If that were done there would be no reason for Mexico's raucous yammering for more and better allocations.

The United States has dealt in good faith with Mexico and other Latin nations in keeping with our Good Neighbor policy. Mexico, it seems to us, is playing a "manana" hand by absenting itself from the Montreal Sessions, indicating lack of courage and fortitude to meet the border station and other important radio problems head-on. Without Mexico—or any other North American nation—there can be no radio Monroe Doctrine.

Our Respects To—

PAUL BURNHAM MOWREY

ALTHOUGH his grandfather put in the first street lighting in London, Paul Mowrey concedes that it had nothing to do with his early interest in lighting.

But the fact remains that this interest led him to high school and college theatricals, and these two sources of lighting experience provided Mr. Mowrey with the necessary springboard into television in the summer of 1939. Today he bears the title of ABC national director of television.

A native of Dayton, Ohio, Paul Burnham Mowrey was born February 25, 1915. One year later the family moved to Montclair, N. J., where he attended Montclair High School, graduating in 1935.

While in high school, Young Mowrey became aware of the extensive little theatre activity in the community and recognized the potentialities of a lighting busines. Buying a piece of equipment here and another there, he soon began to evolve a highly successful rental business. With profits he was able to enlarge his equipment availabilities. Soon he was lighting and maintaining five Board of Education stages in Montclair.

After graduation from high school he entered Ithaca College in Ithaca, N. Y. There he found an even greater potential for a lighting business, what with a number of colleges in the area that required equipment for dances and outdoor spectacles as well as for dramatic purposes. He also found customers among the community's businesses. By his junior year, the future TV executive employed 16 men.

With his B.S. degree gained by June 1939, and a successful lighting business, which he sold, all behind him, Paul Mowrey moved on to television.

Following graduation he immediately went to work for CBS in New York as a lighting consultant. But he modestly recalls that this first job taught him the difference between stage lighting and that of television. Having mastered the intricacies of studio lighting he next turned to remotes as assistant director of remote operations for W2XAX, CBS New York TV outlet.

While on that assignment he surveyed a number of television remote locations which might provide an origination point for programs. Before long Mr. Mowrey acquired an intimate knowledge of slightly more than 100 such locations. With this background plus numerous on-the-spot experiences, he was named manager of remotes.

In 1940, he went back into the studios, this

(Continued on page 46)

THE COLLEGIATE GAME OF THE WEEK

Bob Elson and "Red" Grange, America's most authoritative football broadcasting team, will air the "Game of the Week" each Saturday afternoon for the Nash Dealers of Chicago. Elson's accurate call of the play-by-play and Grange's technical analysis of the game and strategy, plus his wealth of football anecdotes add up to the most informative and colorful football broadcasts in the nation.

PURDUE AT NORTHWESTERN SEPT. 24

WISCONSIN AT ILLINOIS OCT. 1

NOTRE DAME AT PURDUE OCT. 8

TULANE AT NOTRE DAME OCT. 15

ILLINOIS AT PURDUE OCT. 22

MICHIGAN AT ILLINOIS OCT. 29

WISCONSIN AT NORTHWESTERN NOV. 5

NOTRE DAME AT N. CAROLINA NOV. 12

NORTHWESTERN AT ILLINOIS NOV. 19

SO. CALIFORNIA AT NOTRE DAME NOV. 26

ON

WJJD

CHICAGO

50,000 WATTS

A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY AVERY-KNODEL

Management

FRANK SCHROEDER, regional sales manager of WMBD Peoria, Ill., becomes general manager of WDZ Decatur, Ill., **CHARLES C. CALEY**, president of WDZ Broadcasting Co., announces. Mr. Schroeder, graduate of U. of Wisconsin, was with WMBD sales department 13 years. WDZ, formerly in Tuscola, Ill., to be housed in new Decatur studios under construction.

ROY F. THOMPSON, owner and general manager of WRTA Altoona, Pa., nominated at primaries for six year term as school director on Republican ticket.

J. LEONARD REINSCH, managing director of Cox radio and television enterprises, returns to work after having undergone emergency operation for appendicitis [BROADCASTING, Sept. 26].

ROBERT E. KINTNER, vice president of ABC, serves as chairman of radio division for 1949 fund drive of Travelers Aid Society of New York.

LES JOHNSON, manager of WHBF and WHBF-FM Rock Island, Ill., named member of board of aeronautical advisors in Illinois Aeronautical Dept.

EVAN H. HUGHES, station manager of KVOL Lafayette, La., **TOMMY PEARS** and **SKEET CLARY**, members of station's staff, were masters of ceremonies in "Miss Lafayette" beauty contest.

Respects

(Continued from page 44)

time as floor manager. One year later he became assistant manager of the station's operations.

With the outbreak of war and the resultant cut in television activity Mr. Mowrey turned to AM radio, serving as a senior producer as well as a sound effects engineer.

But television was not forgotten during this period, for he also spent considerable time studying AM formats and their adaptability to TV. Among these were Arthur Godfrey and *Missus Goes A Shopping*. Having covered the production gamut he was shifted to sales in 1945 when named sales manager of WCBW New York, forerunner of WCBS-TV.

Next ABC beckoned and he joined them in October 1945 as manager of television. At that time, the network had no TV stations which it owned and Mr. Mowrey started to produce programs for ABC via WRGB (TV) Schenectady and WABD (TV) New York. During that period, ABC presented one or more shots of such programs as *Ladies Be Seated*, *Famous Jury Trials* and *Quiz Kids*, among others.

In 1946 Paul Mowrey was named director of television and during the summer of that year ABC expanded its programming to Philadelphia, where programs were aired via WPTZ (TV). By the close of that year ABC and Mr. Mowrey were also working on programs in Chicago over WBKB (TV). Thus the network and its director of television were producing programs in four cities with no owned stations.

Much know-how accrued to ABC during this period despite its lack of owned facilities, but only train and plane travel made it possible for its staff producers to get from program to program. And all knew this was only an interim measure.

The year 1948 will always be remembered by ABC executives and Paul Mowrey in particular. For in less than 60 days the network launched three of its own stations in New York, Chicago and Detroit. On Aug. 10 WJZ-TV New York bowed, followed by WENR-TV Chicago in September and WXYZ-TV Detroit in early October.

And 1949 offered no signs of slackening. ABC opened its fourth television station, KGO-TV San Francisco, during May and its fifth, KECA-TV Los Angeles, Sept. 17. With many a travel mile as well as a television mile behind him, Paul Mowrey has had a large hand in launching the network's five stations production-wise.

Zany Antics Occur

Getting stations on the air is obviously work but not devoid of laughs. Mr. Mowrey recalls a woman in San Francisco who insisted that ABC's channel "interfered" with her thought channel. Also in San Francisco, a frustrated mountain climber ascended the antenna tower and stretched out over the beacon until routed out by the police. In Chicago, Larry Adler's harmonica players were "recognized" as musicians and had to join the union the day the station went on the air.

During his ten years in and around television, Paul Mowrey has participated in some historic television events, including a telecast of the Metropolitan Opera, Midnight Mass from St. Patrick's Cathedral in New York, the Democratic and Republican national conventions from Philadelphia in 1948, and bringing New Orleans its first television via closed circuit with presentation of the 1948 Sugar Bowl game.

For these and other accomplishments in television, his efforts have not gone unrewarded. In 1947 as well as 1948, he was the recipient of awards from the American Television Society.

Nor have the many miles of travel gone unrewarded. Sent to Cincinnati on business in early 1945, Mr. Mowrey met Hazel Kerns, then assistant promotion manager of WCKY. On Oct. 13 of that year they were married and established their legal residence in Monclair, N. J.—a residence they have mostly been away from since August 1948 when Mr. Mowrey became busied with the production and programming side of launching the five new television stations. When time permits, Mr. Mowrey hobbies with motor-boats.

MARGARET TRUMAN talks about her scheduled appearance Dec. 20 as guest soloist on the *Carnegie Hall* program, ABC series. Grouped about her are (l to r) James A. Davidson, her concert manager; Charles A. Wagner, president, American Oil Co., sponsor of the series; and Robert Giles Swan, radio director, Joseph Katz Co., agency for American Oil. Miss Truman will make the professional singing appearance at Carnegie Hall in New York.

ADVERTISING MYTHS *Cone Addresses CFAC Session*

ADVERTISING—"More glamorous than any other modern business"—is the most misunderstood because of mouth-to-mouth fables, Fairfax Cone, chairman of the board of Foote, Cone & Belding, asserted at the opening session of the Chicago Federated Advertising Club's workshop in Chicago last Monday.

Addressing advertising workshop enrollees, Mr. Cone explained that misconceptions are largely responsible for more than 20% of college and university graduates without professional degrees preferring advertising as a career.

"Advertising is not simply a matter of bright ideas and pictures, as so many graduates believe, but is a part of the business of selling, and has many sides. It is mostly a business of very hard work," Mr. Cone emphasized. "The glamour in radio and television is all on the entertainment or theatrical, rather than the advertising, side. The advertising part of a radio or TV show is the two and one-half minutes of commercial time that has to pay off."

Although advertising starts with the advertiser, it centers—in product and service advertising—in the agency, he explained. The modern agency, Mr. Cone said, "is a fairly complex, highly organized operation where almost nothing is left to chance.

"Just as the best advertising that can be devised must always fail to sell and resell a poor product, so poor advertising helps very little in promotion of even an excellent one. Marketing and merchandising, therefore, no less than words and pictures, are part of the agency job," he observed.

Mr. Cone outlined agency structure, along with each departmental function. Although straight radio commercials are usually written by agency people, radio and TV entertainment "invariably is written and produced by outside, independent contractors." Show planning, with performer negotiations and actual production, is part of the agency obligation, he noted, and "the radio and TV department is usually one of the largest and busiest in any advertising company."

Mr. Cone suggested that would-be advertising personnel seeking jobs outside actual ad departments and agencies, look into media (selling, research, promotion, merchandise), production (art, radio, television, merchandising), or research (product, media, sales).

"The opportunities in advertising are many, varied and endlessly exciting. There is the thrill of new products, competition — and, television, coming up like thunder cross the sea," he concluded.

MERCY SERIES
Earns Tribute for Radio

TRIBUTE was paid to the radio industry last week by Howard Bonham, vice president for public relations, American Red Cross, "for its wholehearted support and cooperation in providing public service time" for ARC's transcribed *Errand of Mercy* series.

The program, carried on 439 stations, concluded its current 52-week run Sunday (Oct. 2), Mr. Bonham explained, but will be continued for another 26 weeks. *Errand of Mercy*, based on case histories and produced in Hollywood with well-known radio and screen personalities, is distributed without cost to stations by local ARC chapters.

Mr. Bonham stated the series is one of the most important information projects carried on by Red Cross. He said it is the purpose of Red Cross to provide through radio a year-round report of ARC's objectives and responsibilities and to show how these are fulfilled. Stations may obtain the series through any local Red Cross chapter, Mr. Bonham explained, and the series can be picked up at any point since each program is a separate story.

District 10

(Continued from page 27)

pers to promote salable goods; retailers work closely with newspaper salesmen in the preparation of ads; broadcasters rarely let the advertiser hear his commercial before it is broadcast.

Another query was based on availability queries from agencies that wind up as newspaper campaigns. Mr. Mitchell said the agency timebuyer is often asked to make a pitch for radio in an agency planning board meeting. He may be forced to use poor data obtained from the representative, who got it from the station, Mr. Mitchell said.

Asked about the statement of prospects that radio advertising is expensive, Mr. Mitchell said listenership should be compared with readership, not circulation. Another query on national advertising brought the suggestion that small stations learn to work closely with manufacturers' representatives, brokers, wholesalers and distributors in their markets.

Based on NAB's nationwide station cost survey, Mr. Doherty said, North Central stations rather consistently tend to have the highest average income per station. The average 250 w outlet in markets under 50,000 grossed about $95,000 on the average; in the 50,000-250,000 class these stations grossed $160,000; in areas over 250,000 they grossed about $260,000.

Regional outlets in small cities grossed about $165,000 compared to $340,000 in medium cities and $450,000 in metropolitan markets.

On the other hand, North Central stations had high operating costs, Mr. Doherty said, with payrolls amounting to 57-59% of the total. He said the break-even point has risen steadily, especially payrolls. Other items such as insurance and depreciation, plus extra service costs in competitive markets, have tended to decrease profit ratios.

Kolin Hager of SESAC said service to stations is being expanded in all categories, with FM and TV licenses still free. He said SESAC is progressing in the pop field.

Robert Burton, BMI vice president and counsel, said he felt the TV music rights problem is not too serious, since music is heard and not seen. He described BMI's progess. Al Marlin also spoke for BMI.

Dr. Kenneth H. Baker, acting president of BMB on loan from NAB, reviewed developments in the second study. Judge Miller described the streamlined NAB operation and reviewed the two-day discussion.

At a separate news conference Judge Miller predicted color television is at least five years away as a general service and said present receivers will not become obsolete as a result of color. He said he thought aural broadcasting will remain much as it is at present during the coming period of television development.

Des Moines Registration

John Alexander, KODY; Mahlon Aldridge, KFRU; Charles R. Bilyue, KCOW; Kenneth H. Baker, BMB; Harold Baker, KIOA; Ken Black, KICD; Lawrence B. Butler, KXIC; Robert J. Burton, BMI; Mark W. Bullock, KFNF; Sam H. Bennett, KMBC; Harry Burke, KFAB; Jim Borman, WMT; Sam A. Burk, KIRX; Clarence E. Breazeal, KCMO; Wendell B. Campbell, KMOX; H. P. Cate, KICD; Paul Clark, RCA; Wm. J. Croker, KDEC; W. H. Clark, KFSB.

Lyle DeMoss, WOW; R. P. Doherty, NAB; Robert Dillon, KRNT; J. J. Daly, KDMO; Jack DuMond, KXEL; Emory Dahlgard, KOLN; Fred Ebener, WOW; Jim Eells, Bruce Eells Assoc.; Paul Elliott, KRNT; R. W. Evans, KCMO; Harold Fulton, WHO; Chas. Freberg, WOC; J. Noland Franz, KMBC-KFRM; Eugene T. Flahery, KSCJ; Glenn G. Griswold, KFEQ; Kenneth Gfeller, WHO; Hugh M. Grauel, World Bcstg. System; K. S. Gordon, Dubuque.

H. F. Holm, KSO; H. R. Holmes, KAYL; Kolin Hager, SESAC; Austin A. Harrison, KSWM; Ray V. Hamilton, Blackburn-Hamilton; Bert Horswell, C. P. MacGregor; Gus Hagenah, Standard Radio; E. J. Hubek, KTRI; L. L. Hilliard, KOLT; Harold W. Higby, Boone Bcstg.; H. B. Hook, KGLO; Emmet Hassett Jr., KROS; Robert G. Irwin, KCOG; Chas. E. Jones, KICM; Frank P. Kendall, KBUR; Jack Kerrigan, WHO; G. Knudson, KICD; Karl Koerper, KMBC; John Langlois, Lang-Worth; Bert Lown, Assoc. Program Ser.; Maury Long, BROADCASTING; Lloyd Loers, KGLO.

J. I. McCord, KAYL; Howard McCrea, Radio TV Publicity Corp.; L. C. McKenney, KDMO; S. H. McGovern, KSO; Maurice B. Mitchell, BAB (NAB); Justin Miller, NAB; E. R. Morrison, KFAB; Paul E. Millen, KWCR; Kingsley H. Murphy, KSO; Charles Miller, KRNT; Al Marlin, BMI; I. Mattaway, Radio TV Publicity Corp.; W. J. Newens, KOIL; Paul G. Norris Jr., "Times-Republican"; Loren R. Nuss, KAYX; Bruff W. Olin Jr., WQUA; Em Owen, KXEL; Clifford E. Ogden, Capitol Records; Wm. H. Ostrom, Richard H. Ullman Fac.; Harry D. Peck, KFOR; Wm. B. Quarton, WMT; Bill Reilly, RCA; L. G. Rasmussen, KAYL.

Robert E. J. Snyder, KXIC; R. L. Stufflebam, KSTL; George X. Smith, KFOR; Art Schneider, NE Iowa Radio Corp.; John T. Schilling, WHB; Bud Sutter, KGLO; Tom Lewis Shumate, KSO; Ernie Sanders, WOC; Elizabeth Sammon, KSCJ; Bill Smith, KRNT; Ben B. Sanders, KICD; Harold Soderlund, KFAB; John. Schweidler, WHO; C. L. Thomas, KXOK; W. J. Teich, KROS; S. B. Tremble, KCMO; George J. Volger, KWPC; Lew Van Nostrand, WMT.

Ed Wegener, WOI; C. Earl Williams, KFNF; Bill Wallace, KIOA; Richard Weina, KBON; Wm. P. White, KSJB; W. W. Woods, WHO; G. Pearson Ward, KTTS; Edward A. Wheeler, WEAW (FM); Hedo Zackerle, KRNT.

NAB MEETINGS

Dists. 2, 3 Change Dates

TWO NAB district meetings—Districts 2 and 3—have been assigned new dates due to conflicts in hotel arrangements. District 3 (Pa., Md., Del.) will meet Oct. 26-27 at Skytop Lodge, Skytop, Pa., instead of Oct. 25-26.

The District 2 (N. Y., N. J.) meeting will be held Nov. 3-4 at the Berkeley-Carteret Hotel, Asbury Park, N. J., instead of Oct. 27-28. New registration and hotel reservation forms have been sent to stations in the two districts.

EMERSON RADIO & Phonograph Corp., New York, has declared regular quarterly dividend of 30¢ per share on the 800,000 shares of stock outstanding, payable on Oct. 15, 1949, to stockholders of record at close of business Oct. 5.

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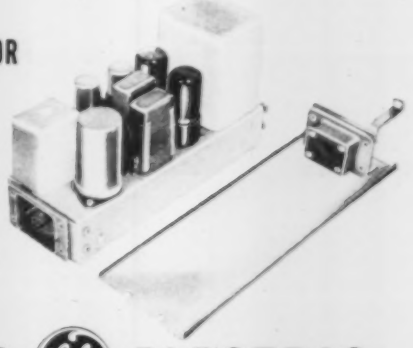

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A Service of Broadcasting Newsweekly

OCTOBER 3, 1949

TELECASTING

At opening sessions (l to r) Comrs. Sterling, Webster, Walker; Chairman Coy; Comrs. Jones & Hennock.

TV HEARING FIREWORKS

Criticisms Mark First Sessions

By RUFUS CRATER

(Also see page 23 and page 4)

FLARING TEMPERS and implicit accusations of industry stalling marked last week's opening sessions of the long-awaited FCC hearing to stake out the immediate future of color television.

Goaded principally by Comrs. Robert F. Jones and Frieda B. Hennock on their pleas for a cautious approach to color, industry spokesmen underwent more than three days of critical and often caustic questioning before the hearing's first color-system sponsor, RCA, reached the stand to unveil its case late Thursday and Friday.

RCA testimony revealed the company's own estimates of the costs of color sets and converters for its "completely compatible," all-electronic 6-mc system, including the possibility of a low-price receiver employing two colors instead of three. The new-set estimates ranged from around $400 for the two-color receiver to $1,000 for a deluxe projection set with a picture 15 by 20 inches.

Their own estimates on receiver and conversion costs for the respective systems of CBS and Color Television Inc. were expected to be produced later in the hearing. Earlier, over the protests of CBS, RMA had presented a table showing manufacturers' estimates that a 10-inch color-monochrome set on CBS standards would cost 20 to 155% more than a comparable present-day black-and-white receiver.

Meanwhile, as both RCA and CBS commenced extensive testing of their respective systems in Washington, a tentative time-table was worked out calling for side-by-side comparisons of these two systems and black-and-white television during the week of Nov. 14, with Allen B. DuMont, an advocate of delay on color, handling the black-and-white. Comparative transmissions via coaxial cable also will be made over a special loop between Washington and Baltimore. Indoor originations will be from NBC's WNBW Washington studios since RCA has no portable equipment available, while CBS and DuMont plan to compare color and black-and-white telecasting of a football game. Comparative transmissions of film may be made by DuMont and RCA in Washington, and DuMont and CBS in New York.

RCA, CBS Tests

While RCA and CBS were testing their respective techniques in Washington, Color Television Inc. was engaged in similar tests in San Francisco and plans were on foot for a demonstration to FCC there in late November. RCA meanwhile offered to demonstrate principles of the CTI system in Washington—saying, however, that it recommended against adoptions of either this or the CBS system.

The first week of the hearing also disclosed that FCC laboratory engineers, under E. W. Chapin, have converted standard black-and-white receivers to operate under the CBS system at costs (for parts) ranging from $4.61 to $12.01 each. Industry engineers were pressing for a demonstration of these along with the comparative showings by RCA, CBS, and DuMont.

DuMont meanwhile was awaiting FCC action on a petition asking that "the initial demonstrations of color systems be required to include comparable demonstrations of black-and-white commercial systems under conditions controlled by the Commission." The initial color demonstrations for the FCC record are slated for Thursday and Friday (Oct. 6-7) in the case of the CBS system and next Monday (Oct. 10) for RCA's.

The CBS system, requiring modification of existing sets to permit reception of color signals in black-and-white, was handed a setback early in the hearing when manufacturers, through RMA, went on record for adoption of a completely compatible system—one that requires no receiver modifications for reception in monochrome. Both RCA and CTI claim complete compatibility for their respective systems.

RMA's Reversal

The RMA stand, a reversal of its earlier endorsement of FCC's position permitting "relatively minor modifications," aroused prompt protest from CBS and was the subject of frequent probing from the Commission and FCC counsel.

The hearing dragged far behind advance forecasts as witnesses were kept on the stand for questioning of a duration and aggressiveness which no one apparently had anticipated. Observers thought it clear that the Commission, itself under intense Capitol Hill pressure on the color question, meant to build up as complete a record as possible.

At the end of three days three witnesses had been heard—some of them incompletely, although cross-examination by the participants won't begin until all direct testimony has been completed. FCC's original estimate of three weeks for the color phase of the hearing—which is only one part of the far-reaching UHF-VHF proceeding—seemed likely to prove only 50% accurate unless the pace is quickened sharply.

Most of the interrogation was handled by Comr. Jones, the Commission's most outspoken advocate of color, and Comr. Hennock. They hammered the witnesses persistently with demands for an explanation of manufacturers' advocacy of delay on color, for reasons why color shouldn't be authorized now, for an account of the industry's role in promoting color, and for reasons why it hasn't done more.

There were indications that FCC counsel, at any rate, are toying with the idea of maintaining the year-old VHF freeze until color is standardized. Assistant General Counsel Harry M. Plotkin wanted to know whether witnesses thought this would hasten the development of color. The witnesses did not.

Speed Freeze

One of them, Philco Vice President D. B. Smith, appearing for RMA, felt that color would be speeded by lifting the freeze. Then, he said, manufacturers would sell more sets and have more money to spend on color research. Another, RMA President R. C. Cosgrove, thought lifting the freeze might have no effect on color progress.

RMA, which felt that color is not yet ready, came out for creation of an industry committee comparable to the old National Television Systems Committee, to

(Continued on page 50)

XUM

Color Television Inc.'s George E. Sleeper Jr., vice president and chief engineer.

CBS counsel included (l to r) Richard Salant, former Judge Samuel Rosenman and Ralph F. Colin.

RCA Lab's E. V. Engstrom (l), vice president in charge of research, C. B. Jolliffe, exec. vice pres.

Color Television Inc.'s counsel Carl I. Wheat (l) and Samuel B. Smith, with CTI Pres. Arthur Matthews (r).

RMA Pres. R. C. Cosgrove (r) with E. K. Wheeler, RMA counsel.

RCA's Glen McDaniel, attorney (l), and former Sen. Burton K. Wheeler, RMA counsel.

DuMont's Thad H. Brown Jr. (l), attorney, and (l to r) Engineer Jesse Haines, Research Director T. T. Goldsmith Jr., and Richard Tingley, engineer in charge of color research.

Philco Vice President D. B. Smith (r) with Henry Weaver, Philco counsel.

FCC counsel included (l to r) Attorney Joseph Nelson; John McCoy, chief of TV legal section; General Counsel Benedict P. Cottone; Assistant General Counsel Harry M. Plotkin; TV Engineering Chief Curtis B. Plummer.

CBS' Peter Goldmark (l), Wm. B. Lodge, vice pres. chg. gen. engring.

TV Hearing

(Continued from page 48)

work up recommended standards—perhaps on a deadline basis, with the deadline to be set by the Commission.

The Joint Technical Advisory Committee, through President Donald Fink, wanted establishment of UHF-VHF allocations as "Step 1," with at least six months' public testing to precede the standardization of a color system if a "suitable" one is found to be available.

Manufacturers, said RMA President Cosgrove, want color "at the earliest practicable date consistent with the establishment of sound standards," but feel that adequate field and practical home tests have not been made to establish the soundness of standards. The association favors no particular system other than one that is wholly compatible with existing black-and-white standards, he declared.

RMA recommended immediate lifting of the VHF freeze and opening of the UHF band, arguing that these actions are necessary "before we can have a nation-wide television service."

RCA, through E. W. Engstrom, vice president in charge of research for RCA Labs, also recommended that FCC lift the freeze immediately and proceed with UHF allocations.

The company asked the Commission to specify compatibility as a requirement for color, to "encourage prompt and thorough color television field tests," and to "establish a time schedule for the industry to recommend standards to the FCC for color television broadcasting."

Dr. Engstrom said field tests of the RCA system currently in progress in Washington would provide "the extensive data and the assurance through experience needed to crystallize the service. We shall press forward . . . to obtain this information . . . so as to permit transition to a regular color television service. We welcome others to join in the observations and tests." The RCA system, he said, will be demonstrated to the industry next Tuesday, the day after the official demonstration for the Commission.

RCA Plans

When Dr. Engstrom noted that RCA plans to make data on its color circuits available to the industry and that "other manufacturers may, if they desire, make sets and test them," Comr. Jones wanted to know how long this would take. Dr. Engstrom said bulletins would be issued periodically between "now and January." Comr. Jones suggested that photographs of each step in the circuit operation be made and presented to FCC and the industry. Dr. Engstrom said he thought this could be done in a relatively short time.

Dr. Engstrom disclosed that network color programs under RCA's system would come off AT&T's present coaxial cable as monochrome. He pointed out that "for networking color television programs, the relay facility . . . must pass a frequency band 4 mc wide." The telephone company's present cable accommodates a bandwidth of about 2.8 mc, though AT&T says much greater bandwidths will be provided in the future.

On a 2.8-mc cable, Dr. Engstrom said, "programs from the RCA color system . . . will be available for rebroadcast in black-and-white." They also will "pass over existing 4-mc band radio relays and over new 4-mc band radio relays and coaxial cables and will be available for rebroadcast in color," he declared.

RCA, RMA, and JTAC all took exception to FCC's definition of "compatible" as permitting color systems which would require "relatively minor modifications" before existing sets could receive color in black-and-white. They contended that a system which requires modifications is "adaptable."

Compatibility, said Dr. Engstrom, is important to the present set owner and even more fundamental to the "economics of a color television broadcasting service." RMA took a similar position, contending that adoption of a non-compatible system would obsolete existing sets or require their modification, would undermine public confidence in the industry and the Commission, and would mean that "many of the stations now on the air will be forced out of business."

RMA President Cosgrove predicted three million sets in use by the end of the year, representing a public investment of $1 billion, and said it has been proven that "converters, adapters, etc. are not purchased by many receiver owners."

Dr. Engstrom told the Commission that adoption of a completely compatible system would aid in the transition from monochrome to color, permitting the broadcaster to change at will from one to the other with no resultant loss of audience.

RCA, he said, believes that with appropriate production design new color receivers can be made available at reasonable cost, practical to install and simple to operate. In support of this claim he released the following engineering estimates of probable market prices of new RCA color-system receivers, pointing out that specific designs and

Manufacturers' Estimates On Availability Of Color Equipment

				SYSTEM CBS			SYSTEM Color Tele. Inc.			SYSTEM RCA		
				No. OF REPLIES	TIME RANGE (in months)	DISTRIBUTION	No. OF REPLIES	TIME RANGE (in months)	DISTRIBUTION	No. OF REPLIES	TIME RANGE (in months)	DISTRIBUTION
Receivers (Transmitting Equipment)	1.		Broadcast Transmitters	4	6/24		3	0/18		1	24/	
	2.		Antennas and Associated Equipment	4	0/18		3	0/18		1	18/	
	3.		Complete Studio Equipment	4	10/36		3	12/36		1	15/18	
	4.		Film Scanners and Associated Apparatus	4	8/36		3	10/36		1	15/18	
	5.		Remote Cameras and Associated Apparatus	4	8/36	Y	3	10/36	Y	1	15/18	
	6.		Radio Links between Studios and Transmitters	6	0/24	X	5	0/6	X	3	0/24	X
	7.		Radio Relay Links (Field Equipment to Transmitter)	6	0/24	X	5	0/6		3	0/24	X
	8.		Radio Relay Inter-City Networks (Non-common Carrier)	3	0/6		3	0/6		1	0/	
	9.		Adaptation of presently operating television transmission system to the above specified color system as regards Items 1 to 8 above	1	36/		1	36/		0		
	10.	10.1 New Receivers capable of receiving present black and white transmissions plus color transmissions in monochrome on	10.11 V.H.F.	8	3/22	X	4	0/30	X	1	0/	
			10.12 U.H.F.	7	6/28		5	6/30	X	3	6/8	
			10.13 Both V.H.F. and U.H.F.	8	6/28		5	6/30	X	3	6/9	
		10.2 New Receivers capable of receiving present black and white transmissions plus color transmissions in color on	10.21 V.H.F.	8	8/36		5	10/31		3	12/15	
			10.22 U.H.F.	8	8/42		5	10/37		3	12/15	
			10.23 Both V.H.F. and U.H.F.	8	8/45		5	10/37		3	12/15	
		10.3 New Receivers capable of receiving color transmissions in color only	10.31 V.H.F.	8	8/32		5	10/30		3	12/15	
			10.32 U.H.F.	8	8/40		5	10/36		3	12/15	
			10.33 Both V.H.F. and U.H.F.	8	8/44		5	10/36		3	12/15	
Converters *	11.	11.1 Converters for existing receivers to receive color transmissions in monochrome on	11.11 V.H.F.	7	4/18		4	0/30	X	0		
			11.12 U.H.F.	6	6/24		5	6/30	X	2	3/8	
			11.13 Both V.H.F. and U.H.F.	7	6/24		5	6/30	X	2	3/8	
		11.2 Converters for existing receivers to receive color transmissions in color on	11.21 V.H.F.	4	8/30		3	10/30	Y	2	12/15	
			11.22 U.H.F.	4	8/36		3	10/33	Y	2	12/15	
			11.23 Both V.H.F. and U.H.F.	4	8/36		3	10/33	Y	2	12/15	

* It is assumed that converters will not affect ability to receive transmissions on present standards.

THIS TABLE is based on one presented to FCC by RMA to show manufacturers' estimates of time needed to make equipment available for respective color TV systems. CBS protested vigorously that it's misleading, and RMA witnesses agreed with Comr. Jones that "review" would be desirable when systems have been demonstrated. "0" means immediately available. In "Distribution" column, no indication is given if estimates were distributed uniformly over the time range; where average estimate was below the mean of the range, it's shown by "X"; if average was higher than the mean, it's indicated by "Y". Data were compiled from questionnaires sent to 22 manufacturers.

FCC's Schedule Load

DESPITE concentration on the color television hearing, FCC is squeezing meetings into its schedule whenever possible in an effort to keep other Commission activities moving. One such session was held last Wednesday afternoon. Another is scheduled today, since this week's TV sessions don't start until Tuesday. The next meeting is scheduled for Oct. 19-20, after which the Commission hopes to return to its regular schedule of meetings every Wednesday.

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final costs must await field tests and production engineering:

Deluxe projection receiver with picture 15 by 20 inches, $800 to $1000 (current black-and-white projection sets retail for $795, he said).

Medium-price receiver using the projection method or the direct-view method, $550 to $700 for the 7x9½-inch projection type and $650 to $800 for the 10-inch direct view model (current black-and-white 10-inch direct-view consolettes market for $250).

Low-price receiver employing two color cathode ray tubes, $400 to $550 (current black-and-white direct-view sets using 10-inch cathode ray tubes sell for $250).

Dr. Engstrom said existing monochrome sets may be converted to receive RCA color by any one of three methods: (1) A separate converter containing appropriate electronic gear and picture-tube viewing arrangement, giving a picture of 10-inch diameter; (2) a new projection unit to be substituted for the cathode ray tube in the black-and-white set; or (3) a converter which adds a second cathode ray tube to the black-and-white set, providing for viewing of the two-cathode-ray-tube combination. The latter, he said, may be built for 10-inch table models at a cost of $125 to $175 for the set owner, plus about $20 for installation.

Because color receivers would be simplified by a color picture reproducer of the single-tube type, Dr. Engstrom reported, RCA is continuing research in this field and during the demonstrations next Monday will show set-ups revealing principles which may be used. He also reported that RCA has started work on a field type color camera and associated equipment which is slated for field tests next spring. A mock-up of this camera will be on display at the demonstration, he said.

Cost Estimates

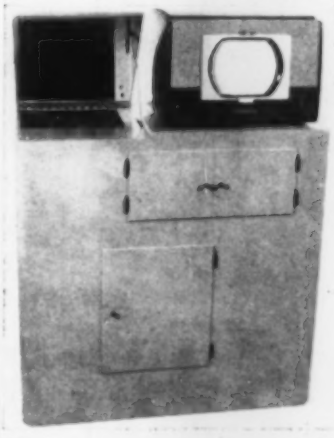
Manufacturers' estimates on the cost of converting existing sets to the CBS system, and of manufacturing new CBS-system sets, were accepted by the Commission over the protests of CBS, with the observation that they will be used "on a broad basis." They were gathered in a survey conducted by an RMA committee headed by Philco Vice President Smith. CBS contended recent information furnished by other manufacturers, who are working with CBS, indicated many of the estimated costs are "seriously overstated." Mr. Smith, however, pointed out that CBS authorities had a chance to suggest the names of additional manufacturers for inclusion in the survey.

Individual manufacturer's estimates on the cost of converting a 10-inch set to receive CBS color in black-and-white ranged from $20 (Admiral) to $100 or $100-$125 (Stewart-Warner, Stromberg-Carlson, DuMont), with one company (Farnsworth) counting the cost of a new cabinet and setting total estimate at $241. Estimates for converting the set to CBS color ranged from $130 (Colonial) to $460 (General Electric), with four firms commenting merely "not practical" (Admiral, Hazeltine, Magnavox, Stromberg-Carlson). Three other companies gave estimates and also reported conversion to color "not practical" (Philco, DuMont, RCA). Cost of a new 10-inch color set, compared with a $250 present-day receiver, was estimated from 120% (Colonial) to 255% (General Electric).

THE much discussed CBS designed and constructed color converter, which, with a simple adapter built into the set, enables a black-and-white television set also to pick up the color broadcasts of the CBS sequential color TV system, is examined by a viewer. Converter is mounted on the front of the set. When viewer wants to see color television, he merely slides it in front of his screen. If he wants to see the broadcast in black-and-white, he slides the converter aside.

Mr. Smith explained that the survey produced figures on only the CBS system since it was felt that not enough data were available to permit estimates on those of RCA and CTI. One company, Admiral, put probable cost of a combination black-and-white and color receiver using RCA standards at "between $700 and $800."

Another committee, headed by Virgil M. Graham of Sylvania Electric Products, submitted a report of manufacturers' estimates on probable time needed to produce equipment for the CBS, RCA, and CTI systems, respectively (see table page 50). CBS protested this on grounds similar to its objections to the cost data.



HERE's a direct-view color converter for RCA's "completely compatible" color receiver, disclosed in the company's presentation to FCC during the hearings.

Thomas T. Goldsmith Jr., research director of DuMont, outlined 30 field test subjects compiled by an RMA committee under his direction. The committee, he said, felt these tests must precede standardization of color. They included tests to determine whether color television is more susceptible to co-channel interference than black-and-white; operation of sets (several hundred if practicable) by laymen in their own homes; conversion of a wide variety of sets; performance of color teletranscriptions, and overall performance of pickup equipment under operating conditions.

Under questioning Mr. Goldsmith said he felt it would take a year or two of field testing to insure safe standardization.

More Data Asked

After a heated exchange, the report was sent back to RMA for clarification and for additional information.

A fourth RMA study, undertaking to "grade" the various color systems, was presented at the outset of the hearing by JTAC President Fink, head of the RMA committee which conducted it. FCC Counsel Plotkin brought out that the study represents "ultimate performance" based on the assumption that necessary conversion equipment can be built for the various systems.

Comr. Jones chided Mr. Fink for

(Continued on page 54)

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Milwaukee's Likes Surveyed

(Report 79)

AFTER almost two years of television, what do people in a single station market think about the medium? To get specific answers to this and other questions about television, WTMJ-TV, *The Milwaukee Journal* station, has just completed a survey among set owners in its coverage area. The detailed questionnaire was patterned after that used by the parent company in its annual *Consumer Analysis of Greater Milwaukee.*

With 32,830 video sets in use in the Milwaukee area on Sept. 1, the station set about finding out just how and why these sets are used. Questionnaires were mailed to 1,445 set owners, excluding commercial locations. Names were taken at random from lists of residential set owners in all parts of the station's coverage area.

Although the questionnaire was rather long and involved, and no reward was offered for answering and returning it, 527 replies were received—36.3% of the total mailing. Since no time limit was placed on returns, the station reports that the last 100 came in rather slowly. Actual compilation was made on 413 questionnaires. Spot checks of late returns indicated that their inclusion would not change the findings materially.

Material gathered included such information as the number of sets in use per day and the number of hours of use; average number of viewers per set; types of programs preferred and specific program preference; sponsor identification, and programs families would like to see.

Sunday night was the big television viewing time during the test week of Aug. 14-20 with 96.2% of the 32,830 sets in use (see Table I). Sunday night also led in the number of hours of use, with an average of 3.61 hours, and in the number of viewers per set, 4.85. Wednesday evening tied with Sunday for the number of hours of use. On that day there were 94.7% of the sets in use with an average of 3.88 viewers.

The great American game of baseball reflected its drawing power on Sunday afternoon during the test week. On that day a double-header game was telecast and 77.9% of the sets were in use—highest afternoon sets in use for the week. Sets were on for an average of 2.97 hours with 4.33 viewers per set—also a high for the week.

Although the number of viewers per set was fairly high on Saturday night, 4.30, it had fewer sets in use, 88.4%, than any other night. Hours of use on Saturday night also was at the bottom of the list, recording 3.43 hours for that night. Monday afternoon was the low spot in viewing with an average of 66.5% of the sets on for only 1.86 hours. There were three viewers per set, only slightly better than the low of 2.93 recorded on Wednesday afternoon.

Included among the questions was: "What type of television program does your family prefer?" Results were tabulated for men, women and children and 13 principal types of programs were listed. Respondents were asked to list their first, second and third choice.

Top honors among men televiewers went to sports, with 51.5% indicating it as first choice. In the second and third choice columns variety programs predominated. Runnerup to sports among men went to variety programs with 19.5%. Runner-up in the second choice column went to dramatic shows with 21.9% of the men. The same held true of third choice where 15.6% of the men indicated dramatic programs.

Dramatic programs are tops with the women, according to the survey, with 43.8% of the respondents indicating this as their favorite type of video entertainment. Second choice honors went to variety programs and drama led in the third choice column. In second place for women was the variety program with a following of 26.6%. Dramatic programs were runner-up in the second and third choice columns.

Children's programs were tops among the youngsters, with 42% indicating them as first choice. Second choice was the Western program type, with variety leading the third choice column. Second place among children went to Westerns for first and third choices and children's for second choice. The total of all choices for the 13 program types, by men, women and children, is shown in Table II.

Listing representative program names under seven classifications—dramatic, variety, women's, children's, quiz, sports, others—respondents were asked to give their first three preferences. Due to space limitations the questionnaire carried only what the station considered to be representative programs in each category.

The *Kraft Theatre* was first choice in dramatic programs among all respondents. Milton Berle led in all three divisions—men, women and children—as the favorite variety show. *What's New in the Kitchen—With Breta Griem* topped the women's programs with only women's replies being indicated. Women and children like *Kukla, Fran and Ollie* best of the children's programs, according to the survey, with the men voting for *Super Circus* as the top children's show. In the classification of quiz programs, *Stop the Music* was indicated as the favorite by all respondents. Men and women said football was their favorite type of sports telecast, while children cast their top vote for wrestling—indicating football, however, as second choice. *Crusade in Europe* was listed under "other programs" and led this classification in the favor of men and women. Children, however, gave the nod to *Wild West Theatre*, putting *Crusade in Europe* in second place.

Having determined preferences by classification, Milwaukee televiewers were next asked to list their three favorite programs. Given a free rein in their selection, men rated Milton Berle as their favorite TV show. Football and boxing were in second and third places with Fred Waring indicated as fourth choice. Women also selected Milton Berle as tops in television, rating *Kraft Theatre* in second place. Fred Waring placed third and Arthur Godfrey was fourth in the estimation of the women. Children indicated their preference for *Kukla, Fran and Ollie*, with *Wild West Theatre*, Milton Berle and *Howdy Doody* following in that order.

After indicating their preference in present video programs, Milwaukee viewers were then asked to state what programs not now on the air they would like to see. This question, of course, produced a multitude of varied replies, including those shown at left.

Another interesting aspect of the survey was a question on sponsor identification. Twelve representative popular programs were listed, both local and network, and respondents were asked to list as many sponsors of the programs as came to mind. Arthur Godfrey topped the list with 93% giving correct identification. Of the list given, a children's program had the lowest percentage of correct answers. The sponsor, however, still was identified by better than 50% of the respondents.

As to the size of tube, 74.6% of the respondents owned sets with a 10 inch picture. Replacement of the present set was contemplated by only 14% of the set owners with 85.3% of those wanting a larger picture.

Milwaukeeans Would Like To See . . . . .

- **Better motion pictures. This request seemed to top the list of likes with 13.4% of all replies stating in various ways a desire for modern full length class "A" feature pictures. Some viewers want more "old time movies," "educational picture," "more westerns," "cartoon pictures for children," etc.**
- **More spots. Generally more sports were requested by 4% of the respondents. Many individuals requested specific sports—many with limited interest to the general public.**
- **More and better dramatic programs. This type program was desired by 7% of those replying. The accent was placed on full length plays, preferably "live."**
- **Well known radio programs. From the replies, apparently the viewers fail to understand why sponsors do not automatically make all broadcast programs available on television.**
- **Former shows. Many respondents requested that programs dropped or on summer hiatus be returned.**
- **Vaudeville. The popular reception of this type entertainment is indicated by the requests for more variety shows and more comedy entertainment in general.**
- **Musical programs. Interest is increasing with requests ranging from popular name bands to symphony orchestras.**

* * *

TABLE I
USE OF TELEVISION SETS IN MILWAUKEE

	Sets in Use		Hours in Use		Viewers per set	
	Afternoon	Evening	Afternoon	Evening	Afternoon	Evening
Monday	66.5%	94.9%	1.86 hrs.	3.47 hrs.	3.00	3.80
Tuesday	68.5	93.3	1.87	3.53	2.99	3.96
Wednesday	68.2	94.7	1.87	3.61	2.93	3.88
Thursday	71.7	93.7	2.05	3.52	3.27	4.65
Friday	67.6	92.4	1.89	3.57	3.10	3.66
Saturday	76.6	88.4	2.26	3.43	4.09	4.30
Sunday	77.9	96.2	2.97	3.61	4.33	4.85

TABLE II
TELEVISION PREFERENCE BY TYPE OF PROGRAM
(Total of all choices)

Program Types	Men	Women	Children
1. Sports	79.5%	25.9%	25.1%
2. Variety	63.5	65.3	37.7
3. Dramatic	54.3	80.0	26.0
4. News	22.0	9.2	2.6
5. Mystery	20.9	23.4	11.3
6. Musical	18.1	30.3	12.9
7. Western	15.0	5.8	72.3
8. Travel	9.7	6.2	6.4
9. Amateur	8.5	17.6	20.8
10. Discussion	5.0	4.0	—
11. Quiz	4.7	11.7	6.9
12. Children's	1.1	2.5	68.0
13. Women's	—	19.1	—

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland it's WMAR-TV for—

Wait a minute! Who reads this ad?

Our Commercial Manager says clients and agencies do.

Well then, let's remind them WMAR-TV in Baltimore is in the 6th richest market in the United States—that WMAR-TV had 63% more advertisers, 286% more commercial hours and 236% more commercial announcements in August 1949 than in August 1948—that on September 1, 1949 there were 76,059 television sets in Baltimore —a number which is exceeded only in five much larger cities.

Our Program Director says program people do.

Then let's tell them about the Sports Parade —three hours of late sports results and variety entertainment every weekday starting at 3:00 P.M.—about the coverage of the "away" Colts football games—about the races from Pimlico and Laurel—about "Your Family Doctor," "Sunpapers Television News" and "A Year Ago Tonight," all screened in the tradition of service to the public.

Our Director of Radio says everybody interested in TV does.

They would like to know, we are sure, that a solid schedule of entertainment, sports and late news is available to them on WMAR-TV's Channel Two in Baltimore.

Oh yes, and before we leave we would like to finish that sentence we started above. In Maryland, it's WMAR-TV for top-flight programming and commercial impact.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TV Hearing

(Continued from page 51)

JTAC's failure to go farther with its comparisons of the various systems. He wanted to know how long FCC should wait before settling on a color system, eliciting Mr. Fink's reply that, if three or four systems showed promise, he felt the Commission should explore them.

Comr. George E. Sterling wondered whether color for the public wouldn't be two years away if FCC followed JTAC's recommendation. Mr. Fink said the answer would depend largely upon equipment availabilities, with which he was not familiar.

Mr. Cosgrove, under lengthy examination by the Commission, professed "no preference for any particular system." Manufacturers, he said, merely want standards that will assure service comparable to today's and at the same time permit "steady reduction" in costs and prices.

He said he would like to see a color set retail for $49.95. But he insisted that standardization and simplification should be attained. It would be unfortunate, he felt, if "a Christmas-tree assembly" of converters became necessary in television, or if the TV set itself should become "the incidental part."

With Mr. Cosgrove as with other witnesses, Miss Hennock kept pushing for views on how long FCC should wait before authorizing color. The RMA chief agreed with her than an "attempt" should be made to get industry agreement on color standards after the direct testimony has been completed.

Under questioning by Mr. Plotkin, Mr. Cosgrove said RMA's change of position on "compatibility"—that is, that "complete compatibility" should be achieved —was due in part to RCA's announcement that it had developed such a system. Mr. Smith contended the RMA reversal would have resulted even if RCA were not a member of RMA, or were a smaller manufacturer.

Mr. Cosgrove said manufacturers feel that an electronic color converter can be built as inexpensively as a mechanical one, and that a completely compatible system has the added advantage of permitting reception of color signals in black-and-white with no modification of the receiver.

DONALD FINK, chairman of the Joint Technical Advisory Committee, testifies at FCC's television hearings which opened last week. Mr. Fink is editor of *Electronics* magazine.

The RMA head, executive vice president of Avco Mfg. Corp., reported that Crosley, a subsidiary of Avco, had done some work adapting Crosley sets to the CBS system. He estimated it could be done for about $15 more than the present price of the set.

Cosgrove Denies

Mr. Cosgrove denied the validity of Comr. Jones' conclusion that manufacturers would do nothing about color until FCC adopts standards. Similarly, Mr. Smith rejected Comr. Jones suggestion that the industry wants to set the color standards and will not cooperate with FCC if the Commission sticks to its definition of "compatibility" as embracing "relatively minor modifications" of existing sets for monochrome reception of color.

Questioning Mr. Smith in detail on his RMA committee's survey of availability of color equipment, Comr. Jones maintained there is no problem with respect to availability of transmitting equipment for the CBS system in the VHF, and that the time factor is the same for color and black-and-white in the UHF. Mr. Smith replied that there can be no color service until "all" equipment is available.

Comr. Jones suggested that the "time table" be reviewed. Mr. Smith agreed it would be well to do this after the various systems have been demonstrated.

A premature newspaper account of RMA's testimony provoked Comr. Jones to sarcastic comment. When Mr. Cosgrove claimed his other duties didn't leave him enough time to go into all engineering ramifications, Comr. Jones shot back: "But you're not too busy to put out a press release saying color is years away." Mr. Cosgrove protested that he had put no time limit on it. At another point Comr. Jones asked him whether he was "just a press release man" for RMA.

Former Senator Burton K. Wheeler, special counsel for RMA, broke into the questioning to accuse Comr. Jones of "trying to browbeat" the witness and of being "entirely unfair" by posing technical questions to a non-engineer. Comr. Jones countered that Mr. Cosgrove was presenting "information of which he has no personal knowledge" and that FCC apparently was supposed to find out who did the work.

"You're not an engineer yourself, yet you and the Commission make decisions based on engineering advice," Sen. Wheeler asserted.

"I never laid an egg," Comr. Jones retorted, "but I can make you a fine omelet."

"I'm not so sure of that," Mr. Wheeler replied, taking his seat.

All Commissioners are sitting for the hearing except Rosel H. Hyde, who is attending the NARBA conference in Canada. Chairman Wayne Coy announced, however, that Comr. Hyde plans to read the record and will participate in the Commission's decision.

The hearing will resume tomorrow (Tuesday). No session is planned today.

Wilner On Loan

JOHN T. WILNER, engineer-in-charge of CBS TV transmitter development, will continue "on loan" with the network for another few weeks in order that he may assist CBS engineers at FCC color TV hearings which started last week. This was announced jointly by Frank Stanton, CBS president, and Cmdr. Tom A. Brooks, general manager of Hearst stations. Mr. Wilner was to have assumed his new duties as engineering director of WBAL and WBAL-TV, Hearst outlets in Baltimore, on Oct. 1 [BROADCASTING, Sept. 5]. A pioneer in the development of both color and ultra-high frequency equipment, he starts in the new post when FCC completes its hearings.

ROLLER DERBY TV

Blatz Signs for Segment

BLATZ BREWING Co., Milwaukee, through Kaster, Farrell, Chesley & Clifford Inc., New York, is sponsoring the Thursday 10:30 p.m. to conclusion segment of the ABC telecasts of the Roller Derby on an 11-station video network. The 52-week contract, on behalf of Blatz beer, became effective Sept. 29.

Chesebrough Mfg. Co., for Vaseline hair-tonic, is sponsoring the 10-10:30 p.m. segment of the telecasts through McCann-Erickson, New York, while Chevrolet Dealers Assn. is sponsoring the Monday night 10 p.m. to conclusion telecasts through Campbell - Ewald, New York.

Grid TV Network

NETWORK of 10 TV stations outside of Philadelphia will be used to carry the Penn-Cornell football game on Thanksgiving Day on behalf of the American Tobacco Co. Network includes WNBT-TV New York; WBZ-TV Boston; WBAL-TV Baltimore; WDEL-TV Wilmington, Del.; WGAL-TV Lancaster; WJAR-TV Providence, R.I.; WNHC-TV New Haven; WRGB (TV) Schenectady, N. Y.; WNBW (TV) Washington, and WTVR (TV) Richmond, Va. WPTZ (TV) Philadelphia will telecast the game for the Atlantic Refining Co., which also will sponsor a radio broadcast of the contest over an eastern network of 44 stations from Boston in the north to Richmond in the south.

HAND CONVERTER

For Color TV—CBS

A HAND color converter, which eventually may sell for as little as $5, was disclosed by CBS last week while the color TV hearing got into full swing before the FCC in Washington.

An invention of Dr. Peter C. Goldmark, director of CBS research and engineering development and who fathered the CBS color television system, the device when held to the eyes enables the viewer to see black-and-white TV in full color. The receiver must be "adapted" to receive the CBS color signal in monochrome, however.

The device is described as resembling a lady's hand mirror in shape although thicker and weighing about 8 oz. The hand converter is 4½ in. in diameter and contains 1½ in. lens, a small electric motor and tiny color disc of the three primary colors. The disc is synchronized with the color signal as broadcast.

NEW WORD

CBS Says 'Simulcolorcasting'

CBS CLAIMED a new word and a new achievement—"simulcolorcasting"—as it launched its series of color television tests in Washington last week. The word and the achievement stemmed from Columbia's color telecast of one of the network's AM shows, *Capitol Cloakroom*, which featured Sen. Margaret Chase Smith (R-Me.). The "simulcolorcast" came Wednesday night.

The first, Monday night, was a variety show featuring Ventriloquist Paul Winchell, CBS-TV star.

A color pickup of a local high school football team in action, hailed by CBS spokesmen as the first public demonstration of a sports event on color TV, was slated for Wednesday afternoon but was curtailed when rain shortened the team's practice period. Network spokesmen, reporting excellent reception, said the colorcasts showed the team in calisthenics and walking through formations, and a band on parade. CBS is using the transmitter of WOIC (TV) Washington.

RCA meanwhile is testing its own "completely compatible" color system via RCA-NBC's WNBW Washington but plans no demonstrations until after the official showing to FCC next Monday. An industry showing is slated the following day.

TV at Exposition

THE Scranton, Pa., *Times*, licensee of WQAN-AM-FM Scranton and commercial TV applicant, last week received permission from FCC to use its experimental video station KG2XAF to relay television network programs originating in New York and Philadelphia to the State Armory in Scranton for viewing by the public Oct. 3-17.

HOME TV RECEPTION

NTFC Studies Problem

POOR home reception of video spot commercials that show to advantage in screening rooms have agency film production people completely baffled, according to Robert Olds, television film production manager at BBDO, New York.

Speaking at the Thursday night dinner meeting of National Television Film Council, at New York's Brass Rail Restaurant, Mr. Olds urged the group and television station film experts to work with the Society of Motion Picture Engineers toward a solution of the problem.

Melvin L. Gold, incumbent president of the group, and director of advertising and publicity for National Screen Service Corp., was unanimously re-elected at the meeting, which closed the organization's second quarterly forum, all day discussions held at the Hotel Astor. Other officers elected on an unopposed slate were: William S. Roach, attorney, and member of the law firm of Weisman, Grant and Jaffee, vice president; Sally Perle, head of the Mesal Organization, secretary, and Ed Evans, film relations director, WPIX (TV) New York, treasurer.

Announcement of elections followed a report by the outgoing treasurer, Robert Paskow, film director at WATV (TV) Newark. Mr. Paskow revealed that there are 80 members in the year-old group, which has a bank balance of $389.96.

Newly-elected members of the group's board of directors are:

Jerry Albert, United World Films; Helen Buck, WCAU-TV Philadelphia; Jack Glenn, March of Time; William Holland, Hyperion Films Inc.; Andy Jaeger, DuMont Television Network; J. A. Maurer, J. A. Maurer Inc.; John Mitchell, United Artists Television; Henry Morely, Dynamic Films Inc.; Mr. Paskow; Irwin Shane, **Televiser**; Elaine Phillips, WSPD-TV Toledo. Miss Phillips replaced Burt Balaban of Paramount Television, who declined the appointment.

Pricing Films

Discussion of proper methods of pricing films for television occupied most of the morning session of the Council's second quarterly forum, held at the Astor Hotel, New York. Paul White of International Trans-Video, opened the discussion by describing his company's plan of considering New York as 100% for any film and basing charges for other cities in proportion to the size of the markets, Washington being 20% of the New York rate, Schenectady 18%, Chicago 40%, Philadelphia 27%, etc.

John Mitchell, sales manager of United Artists Television said that his company used as a base TV set circulation rather than market size, pointing out that selling circulation was the normal practice of all advertising media. Considerable discussion failing to produce an agreement, Mr. Mitchell appointed a committee of Mr. White, William Black of Official Television Inc. and William Holland of Hyperian Films to study the problem and make recommendations to a future meeting of NTFC.

Need for group standards in pricing films for TV use was stressed by many speakers. They reported on cut-rate practices of some companies which are offering old films in bulk lots at prices as low as 50 cents a minute—a price producers of new films cannot come close to matching. Andrew Jaeger of DuMont urged the film producers to adopt more effective selling and promotion procedures, pointing out that many station program buyers look on films only as fillers to be used when live programs are not available. This belief, although common, does not agree with TV program ratings, he said, which show that "good programs will get good audiences, regardless of whether they are live or on film."

Mr. Gold promised to present to the board of NTFC a suggestion that this organization act as a clearing house for information about films to TV stations.

Film Better Than Live

J. A. Maurer, president of J. A. Maurer Inc., manufacturer of 16mm film equipment, declared that the advent of color will "increase television's dependency on film." Pointing out that plenty of light is the clue to good color pickups, he said that with the improved projection equipment not being developed, films will be able to deliver better quality color signals than live programs, reversing the present situation with live shows having better quality than film programs. A silver sound track promised by film companies should solve the present difficulties of sound on color films, he said, promising that "sound quality will be ready before it is needed for color TV."

Noting that 75% of present stations have only 16 mm film projection equipment predicting that this percentage will mount as new stations come on the air, Mr. Maurer answered criticisms of the quality of 16 mm films by showing a print of a film of an RMA test pattern with the fine lines clearly distinguishable. He charged station sound engineers with cutting out the upper frequencies of film sound to eliminate noise on worn and dirty old films and then of "squeezing new films through the same wringer and making them sound almost as bad as the old ones."

Mr. Maurer urged stations to get the test films issued by the Society of Motion Picture Engineers and to use them at least once a week to check their reproducing equipment. At the request of Mr. Gold, he agreed to prepare a set of film standards which NTFC will distribute to all TV stations to help them get the best out of the films they broadcast.

Final session of the all-day meeting was a station forum chairmanned by Ed Evans, film relations director, WPIX (TV) New York. Mr. Evans reported that the first few words of TV film announcements are frequently lost and urged that 1 and ½ seconds of the film precede the sound on these spots. This will provide cue time for the director who must see the film coming up on an off-the-air monitor and switch it to the air, he explained. It would also be a good idea to follow the announcement with another 1 and ½ seconds of silent film to allow for the switch to the next program, he added.

ABC TRANSMITTER

N. Y. TV Move Sought

ABC filed an application Thursday with FCC for a construction permit covering the transfer of its new York television transmitter to Empire State Bldg., where it will share space on the world's tallest building with NBC-TV. ABC's present TV transmitter is atop Hotel Pierre, 5th Ave. and 61st St.

To provide improved service, ABC intends to install its transmitter in 3200 square feet on the Empire State Bldg's 85th floor and to erect a TV antenna encircling the building's apex. The antenna has been jointly designed by ABC engineering department and RCA, which will build it. The transfer is expected to be made without interrupting service.

GRID GAME

WKRC-TV There On Time

ADDING quick action to the progress of the coaxial cable, WKRC-TV Cincinnati reports a telecast milestone in bringing viewers in the area the first showing Sept. 25 of the professional football contest between the New York Giants and Pittsburgh Steelers. Game was shown over WKRC-TV at 1:55 p.m., Claude Roost of WKRC-TV publicity department said, hours before other stations in the area made their presentations.

WKRC-TV took the telecast from Dayton by the transmitter route. Game was sent to Dayton along the cable from New York after it had been relayed from the origination point at Forbes Field in Pittsburgh.

The Dayton transmittal was necessary, Mr. Roost explained, because the relay station in the Cincinnati area had not yet been completed. In order to capture the first pictures of the headline sports attraction, WKRC-TV's engineering crew had to pick up direct from Dayton TV stations.

STATION MANAGERS

A PROVEN PROMOTION FOR YOUR STATION!

IT COSTS YOU NOTHING!!

RADIO PICTURE ALBUM

CUSTOM TAILORED for YOUR Station

Here's why you should investigate:

Colorful albums distributed free to your listeners, satisfying the public demand for pictures of station, talent, personnel, and community.

Produces cash income for you two ways . . . (1) we buy time to publicize albums and means of obtaining them; (2) opens new commercial accounts for you.

Increases listenership . . . builds good community relations . . . album is excellent promotional piece for your salesmen and national representatives.

We do the complete production . . . editing, printing, distributing, etc., at no cost to you. Our field editor lays out the album on location. Winter and spring schedules are being arranged now. Act TODAY for personal interview or information!

WRITE or WIRE . . . AIR ADS, INC. 101 Chester Ct. PEORIA, ILL.

RADIO-TV SHOW

To Attract Half-Million

ALMOST half a million persons are expected to attend the second annual National Television and Electrical Living Show which opened at Chicago's Coliseum Saturday under sponsorship of the city's Electric Assn. This anticipated attendance is about double that of last year, 220,000.

The 10-day show, previewed for exhibitors and newsmen Friday evening, is highlighted by a revue starring Eddie Cantor and by General Electric's "House of Magic."

Major radio, television and appliance manufacturers and distributors are showing their products in the main hall. Although the total number exceeds last year's by 20, almost 100% of radio and TV manufacturers are represented, according to Arthur Holland, owner of Malcolm-Howard Agency and show manager. More than 80% of the appliance industry is represented, he said.

THEATRE VIDEO

RCA Previews Special Show

SHOW said by RCA to be the first programmed specifically for theatre TV was previewed by RCA in Chicago Wednesday at the Stevens Hotel for Theatre Equipment and Supply Mfrs. Assn. and Theatre Equipment Dealers Assn. conventioneers.

Program, a boxing match between Harry "Kid" Matthews and Joe Smith, was the first professional sporting event ever staged in a TV studio, RCA reports. Closed Circuit transmission to the hotel originated at NBC Chicago's video studios in the Merchandise Mart.

RCA termed the event "a sample of (1) the type of live entertainment than can now be shown instantaneously for theatre audiences, and (2) image quality that can be achieved on a theatre-size screen." More than 2,000 motion picture exhibitors and equipment manufacturers and dealers witnessed the match on a 20-by-15-foot projected screen.

Demonstration was the first midwest showing of commercial TV equipment manufactured by RCA for instantaneous theatre TV. This equipment will be installed commercially for the first time early next year at the Fox Theatre, Brooklyn, N. Y. Device is a cylindrical projector 30 inches in diameter and 30 inches long, which can be suspended from the ceiling or mounted in front of a theatre balcony. Unit contains a seven-inch projection kinescope or TV picture tube, and operates at 80 kilovolts. The optical system—a correcting lens and 20-inch saucer-shape mirror—picks up, enlarges and projects the kinescope image to the screen.

VIDEO version of CBS' *The People's Platform* will be sponsored by Household Finance Corp. on CBS-TV network starting Oct. 7. Participants at contract-signing are (l to r): George J. Arkedis, CBS western TV sales manager; Newell T. Schwin, Household Finance advertising director, and James G. Cominos, vice president and general manager of LeValley Inc., Chicago, Household agency.

TV SPOT IMPACT

Advertest Issues First Report

TO SUPPLY a basis for evaluating the impact of television spots, Advertest Research, New Brunswick, N. J., has released its first volume of *TV Spot Ratings*. The report is based on a test week of Sept. 5-11 and covers the New York area only. Similar information will be compiled monthly by the firm.

On the basis of the Advertest report, Bulova spots created the greatest impact on the New York viewing public during the week. Spots for Hi-V were rated second and Pall Mall placed third. During the week Bulova ran 78 spots on New York area stations; Hi-V backed 20, and Pall Mall sponsored 13 spots.

To determine the impact of a spot, respondents were asked if they had seen the spot the previous day; if they recalled the station; whether they remembered the time, and whether they could describe the content, format or composition of the spot. Point values were assigned to these questions as follows: One-half point for recall, one-quarter point for station, one-quarter point for time and one point for content. Each time such information was given by a respondent the spot mentioned was credited with that number of points. The sample for each day's report is 200 respondents who had viewed television the previous day. Saturday and Sunday are combined with only respondents who viewed both days being interviewed. The Advertest report is based on 1,200 interviews for the week.

Bulova, which placed the largest number of spots during the test week, led in points scored for five of the seven days. From 10 to 12 spots were used daily on four to five stations.

Second place point scorer, Hi-V, used only one station for its campaign, WATV (TV) Newark. From two to four spots were run daily throughout the seven days.

Pall Mall, another seven day a week advertiser, placed from one to four spots a day, using one spot daily on each of its scheduled stations.

Although these three top rated sponsors placed a large amount of business, quantity should not be taken as the criteria for a successful television campaign, the report indicates. Benrus, for example, which placed 29 spots during the week, second only to Bulova, averaged eighth according to the Advertest impact evaluation. From two to six spots ran daily, using one to three stations.

Lucky Strike, which placed the fourth largest number of spots, 17, was fourth in the survey. The account used one to four spots daily, placing one on each of the scheduled stations.

Sun Oil Buys

SUN OIL Co. will sponsor the four Big Nine football games to be carried by WAAM (TV) Baltimore this season, Armand Grant, commerical manager, has announced. Agency is Hewitt Ogilvey. Games contracted for are Pittsburgh-Northwestern, Wisconsin-Ohio State, Illinois-Michigan and Wisconsin-Northwestern. Sun Oil account was handled by Turk Righter of Harrington, Righter & Parsons, WAAM national representative.

ERIE TV RELAY

Lamb Replies to Newspaper

EDWARD LAMB, president of WICU (TV) Erie, Pa., last week urged the *Buffalo Evening News* (WBEN-TV) "to adopt an attitude of neighborliness and cooperation" during the period AT&T's coaxial service to Buffalo and Rochester TV stations can be blocked by the Erie station. Programs going to Buffalo and Rochester via the cable, must be relayed through the Erie station which can either accept or reject the shows as it sees fit.

Mr. Lamb replied to a feature story in the Sept. 23 *Evening News* which spoke critically of the situation and inferred an appeal might be taken to the FCC. He addressed his letter to the newspaper's editor. WICU (TV) is anxious to obtain more cable facilities, he said, as well as reversal facilities so more programs can be received from other stations and its own features fed to the cable.

First of all, however, WICU (TV) must exercise its best judgment in serving the Erie and tri-state area, Mr. Lamb said, even if its decisions are not pleasing to other stations along the cable.

'LIFE OF RILEY'

NBC, Pabst Preview TV Film

NBC and the Pabst Brewing Co., Milwaukee, previewed the first TV film in the new *Life of Riley* series in Chicago last Wednesday at a luncheon-showing. The show's video debut tomorrow (Tuesday) from 8 to 8:30 p.m. CST on 21 NBC stations along the cable marks the first time in entertainment history that a program appears simultaneously in radio, TV and movies, the network claims. Contract was signed for 39 weeks and calls for telecasts also on 16 non-interconnected stations.

Series is produced by Irving Brecher, who introduced the story to movies and radio, on the Hollywood lot of Filmtone Studios. The new production firm films TV programs exclusively. Luncheon guests were greeted by I. E. Showerman, NBC Central Div. vice president. They included Chicago-area Pabst distributors, Pabst and NBC executives and press representatives.

Meredith to WOR-TV

ROY MEREDITH, formerly with WCAU-TV Philadelphia, has been appointed director of sports productions of WOR-TV New York. At WCAU-TV he was production manager and television cinematographer. He joined the Philadelphia station after service in the camera department of the Fifth Army Air Force Combat Film Detachment. Before the war he was a television producer at NBC. He will be camera director in charge of all sports events telecast by WOR-TV.

TV SET SALES

RMA Reports August High

OUTPUT of television receivers reached a new high in August, a five-work-week month, following the summer slack period. Member companies of Radio Mfrs. Assn. reported production of 185,706 sets during the period, with total industry output estimated at more than 200,000 TV sets.

Pickup in production anticipates a brisk fall and winter trade, according to RMA. Previous high was 182,361 TV sets last March, also a five-week month.

FM-AM and FM-only production rose sharply in August, as did production of television receivers with FM audio reception facilities. In all, RMA companies turned out 64,179 FM-AM and FM-only sets, with another 38,790 TV receivers carrying FM tuners. This brings the FM total for the month to 103,969 sets. AM-only production also rose in August.

The weekly average TV set output in August was 87% above the July rate.

Month-by-month tabulation of RMA set production this year:

* * *

	TV	FM-AM and FM	AM Only	All Sets
January	121,238	147,733	561,900	830,871
February	118,938	98,969	498,631	716,538
March (five weeks)	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
June (five weeks)	160,736	40,512	471,342	672,590
July	79,531	23,843	318,104	421,478
August (five weeks)	185,706	64,179	559,076	808,961
TOTAL	1,178,308	512,403	3,934,657	5,625,368

ELECTRONICS MEET

TV Panel Dominates Monday

MORE THAN one third of 1,700 technicians attending the fifth National Electronics Conference in Chicago last week bypassed other Monday afternoon sessions to attend the television panel. Although video developments cropped up in various discussions during the three-day conference (Sept. 26-28), the Monday afternoon session concerned TV entirely.

C. E. Torsch of General Electric Co.'s receiver division, who read the first technical paper, claimed "the public's demand for larger, brighter TV pictures at decreased receiver cost will soon be supplied." He attributed this to development of a high voltage transformer, with new tubes and circuits, "which increase set reliability and at the same time reduce price of the receiver."

Other speakers during the television session included: R. B. James, R. E. Johnson and R. R. Handel, RCA; Myron F. Melvin, P. R. Malloy & Co.; D. Mackey and E. J. Sass, RCA; Dr. Kurt Schlesinger, Motorola; Marvin Camras, Armour Research Foundation of Illinois Institute of Technology. The conference is sponsored annually by the Illinois Institute of Technology, Northwestern U., U. of Illinois, National Organizations of the American Institute of Engineers and Institute of Radio Engineers. The U. of Wisconsin participates also.

Schick TV Spots

SCHICK INC., Stamford, Conn., has launched a spot campaign to promote its Schick Electric Shavers on 37 TV stations in 15 markets. One-minute and 20-second spots are being used. The spots feature the new theme "Your new Schick Electric Shaver Must Outshave Blade Razors or Your Money Back." The TV schedule is in addition to an AM campaign. BBDO, New York, is the agency.

4A'S-SAG MEET

Negotiations Start in N. Y.

MEETINGS began Thursday in New York to attempt to unsnarl the differences between the 4A's Television Authority founders and Screen Actors Guild in the effort to set up one big talent union for television.

Ronald Regan, president of SAG, headed a delegation of the West Coast union at the meetings scheduled to take place through much of the weekend in New York.

At issue is whether the 4A's Television Authority would have any authority over films for TV or whether SAG would retain such authority. SAG contends it should have control over TV-film actors while the 4A's claim video is a new industry and jurisdiction of talent within it should not be split.

The 4A's negotiators hoped to bring the SAG representatives into the 4A's Television Authority completely, or, failing that, to work out an agreement between the Authority and SAG. Should neither be the case, a battle between the two loomed as a possibility.

SEEMAN EXPANDS

To Largest Campaign

SEEMAN BROTHERS, New York (Air-Wick), has scheduled the biggest advertising campaign in its history, climaxing the sixth consecutive and most successful year of sales increase.

The advertiser will use television for the first time on Oct. 10, when it begins sponsorship of a ten-minute segment on Dorothy Doan's *Vanity Fair* show on CBS-TV. Air-Wick will continue its sponsorship of Don Gardiner's *Monday Morning Headlines* on ABC, Sunday at 6:15 p.m., and *Allen Jackson and the News* on CBS Saturday, 11 a.m. William H. Weintraub & Co., New York, is the agency for Air-Wick.

REACTION TO TV ADS

Starch Firm Issues Report for August

LUCKY STRIKE, Bulova, Chesterfield, DuMont TV receivers and Admiral refrigerator video commercials were best remembered and best liked among people checked by the Starch Report on Television Commercials for August. The B. V. D. spot, while out of the top ten of those observed, was the favorite among those people who had seen it, the report said.

The report, containing results of interviews conducted in New York, Chicago, Philadelphia and Boston TV homes, scored as follows on the question, "Have you seen this commercial?":

Lucky Strike 92%, Bulova Watch 88%, Chesterfield 85%, DuMont Television 81%, Admiral refrigerator 79%, Philco radio 79%, Camels 69%, Auto-Lite spark plugs 66%, Gulfpride Motor Oil 64%, Kaiser-Traveler 62%.

Asked about their reactions to the commercials in degrees ranging from very favorable to very unfavorable, the leaders on the favorable side were:

B. V. D. underwear 84%, Ajax cleanser 81%, Lucky Strike 75%, Colgate 70%, Kool cigarettes 69%, Oldsmobile 69%, Bulova watches 67%, Peter Pan peanut butter 67%, Chesterfield 63%, Admiral refrigerator 59%.

A new viewer trick, reported by Daniel Starch & Staff, interviewer, is the tuning out of the sound portion of commercials for the duration of objectionable advertising. Most disliked is the commercial that runs over into or obscures the action on sports telecasts, the firm reported.

VIDEODEX

To Issue Network Reports

FIRST monthly network summary Videodex report will be issued by Jay & Graham Research, Chicago, Nov. 1, and will cover 10 new major metropolitan areas along coaxial cable between Chicago and New York. Reports are now issued monthly for Chicago, New York and Los Angeles. The new cities, still unannounced, all will have populations of a quarter-million upwards, with possibly two exceptions. Portions of the new rating service will be available to non-subscribers.

Videodex ratings are compiled at Chicago headquarters from diaries placed in at least 1% of the TV homes in each area. Results are refined by coincidental telephone checks among non-panel members. New offices are located at 64 E. Jackson Blvd.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

INCOME GOES UP IN 46 STATES *

* BUSINESS WEEK AUGUST 27TH, 1949

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

DuMONT PLANT

World's Largest TV Set Factory Opens

ALLEN B. DuMONT, president, Allen B. DuMont Labs, and Gov. Alfred E. Driscoll of New Jersey, last Monday pulled the cords unveiling the plaque that formally dedicated the new DuMont TV receiver plant at East Paterson, N. J.

Described as the world's largest video set factory, the plant contains 480,000 square feet of floor space under a single roof and, at full capacity operation, can turn out a completed set every 22 seconds. Present output is somewhat less than that, but will be stepped up in October and November to enable DuMont distributors and dealers to meet the anticipated pre-Christmas demand, Dr. DuMont said.

In his formal address of dedication, Dr. DuMont traced the history of television since the first proposal of a video system 69 years ago in 1880. Noting the color hearing currently in progress in Washington, Dr. DuMont remarked that the idea of color television also is quite old, dating back to 1927. However, he continued: "We have thoroughly investigated the several proposals for color now before the FCC and believe it will be many years before we will have a system of color television which will compare in quality, reliability and cost to our present black-and-white system.

Cites Need

"One of the big problems still facing the television industry is the need for additional television transmitters so people in areas not now being served may have service," Dr. DuMont stated. "It is also important that additional stations be constructed in certain areas now getting service but from only a few stations. We believe that in so far as possible a minimum of four stations should be available in each area to provide a choice of programs for the listener and to prevent a monopoly in the network business."

Gov. Driscoll called the new DuMont plant an achievement worthy of the scientific tradition of New Jersey begun by Thomas A. Edison. He continued: "The career that Dr. DuMont has carved for himself here in New Jersey is being applauded all over the country. . . . We are proud of Dr. DuMont and his achievements. He has been tireless in his scientific experimentation and firm in his faith in the future of the television industry. This plant is proof, indeed, of the unlimited horizon created by his scientific genius."

The dedication ceremonies, with DuMont Vice President Leonard Cramer as master of ceremonies, were telecast over the DuMont TV Network, as was the preceding documentary hour-long program, *The DuMont Story*, which took the television audience on a tour of the new plant. Ironically, WABD (TV) New York, key station of the network, was unable to carry the program because of commitments to broadcast the crucial American League game between the New York Yankees and the Boston Red Sox. In a generous exhibition of the neighborly spirit, WOR-TV New York, brought the DuMont dedication 90-minute telecast to viewers in the New York area.

ATTENDING dedication ceremonies of new DuMont television assembly plant at East Paterson, N. J., last Monday, are (l to r) New Jersey Governor Alfred E. Driscoll; Leonard F. Cramer, DuMont vice president, and Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories Inc.

Meanwhile, the guests present at the plant were taken on a tour by motorized train of more than a mile along the factory's production lines, following the route taken by the various components of the DuMont Telecasts until the final tests have been finished and the instruments are placed in their cartons, ready for shipment to the company's distributors and dealers. Statistics garnered en route include:

The plant and its 58-acre site formerly belonged to the Wright Aeronautical Corp. DuMont purchased it last December from War Assets Administration for $1,350,000 and since then has spent more than $750,000 to convert it to TV assembly operations.

The plant itself contains 391,000 square feet of factory space, 87,600 square feet of office space. To make it the most efficient video set production plant possible, the conversion was planned completely by DuMont personnel. Paul Eshleman, assistant to the vice president, had charge of the planning; Bruce DuMont, general superintendent, supervised all construction work.

To maintain a continuous flow of materials, sub-assemblies and assemblies from department to department, the company has installed 2,285 feet of overhead conveyors, 4,680 feet of gravity conveyors, 335 feet of power driven roller conveyors and 1,390 feet of belt conveyor. This reduces material handling to a minimum, with need to lift heavy parts practically eliminated.

Cold cathode lights are placed behind the assembly line workers in such a way that no shadows are cast on the working area. Air and power lines are located overhead, putting air tools and soldering irons within easy reach of the workers, yet not in their way when not being used.

Lab Facilities

In addition to the actual production lines, the new plant contains a number of laboratories for the development and testing of the receivers. These include: Humidity and heat chamber, where models of all sets are operated under extreme conditions of heat, humidity and overload; shielded room, with two separate insulated copper barriers, permitting tests for minor flaws of performance by blocking out all interference; central signal distribution room, an electronically shielded room where the 16 different signals required to test DuMont Telesets originate; life test laboratory, where sample sets picked from that day's production run are given very strict inspection and then placed on "life test" runs of from 24 to 100 hours.

To cover this vast set-up for the home audience, James V. Caddigan, program director of the DuMont Network, utilized ten cameras in *The DuMont Story*, which he produced. "This was the largest number ever assembled by a single organization," he said. Followed by these cameras, Dennis James, Kathi Norris and George F. Putnam, interviewed workers and executives and described each step of the manufacturing process for the audience at home. The hour-long documentary was directed by Frank Brunetta, production head of the network. Charles Speere wrote the script. Curt Lambert supervised the technical end; Jack Rayel had charge of master control; Bob Simpson served as assistant to Mr. Brunetta and Ben Fox coordinated plans for the program, which required more than 60 persons to produce and transmit.

VHF EQUIPMENT

DuMont To Repurchase Units

PLANS to repurchase DuMont VHF transmitters from video broadcasters and CP holders who "may be required to change operations from the VHF band to the UHF band," were announced last week by the Television Transmitter Div. of Allen B. DuMont Labs Inc.

Outlined in individual letters to purchasers of complete DuMont video and audio transmitters, the plan provides for the rebuying of DuMont VHF transmitters at an amount equal to the total depreciated value of the unit at the time of repurchase. The value applied as a credit against the purchase of a DuMont UHF transmitter, is computed on a straight-line, semi-annual basis adhering as completely as possible to established procedures in determining depreciation, the company said.

DuMont further explained that established broadcasters and CP holders who have purchased DuMont transmitters "can be assured of little or no loss in transmitter investment in the transition from VHF to UHF, if such change is required."

E. H. Taylor Jr., manager of the DuMont division, said in part: "We have great faith in our proposal. It is our belief that our proposal is mandatory to assure a nation-wide competitive television broadcast service in the public interest. We possess also, a great respect for those who have purchased our equipment. . . . For this reason, we submit our plan as our contribution to ease the burden imposed upon you under our proposal to the FCC."

CITY COLLEGE of New York has added courses in animation of cartoons for motion pictures and TV, and 12-week course in writing of radio scripts to its curriculum this fall.

Film Report

IDEAL NOVELTY and Toy Co., New York, has purchased series of one-minute film spots on WCBS-TV New York, through **Atlantic Advertising Co.**, same city. Spots, immediately following World Series games, mark start of company's campaign to be launched over CBS and NBC stations in New York, Boston, Philadelphia and Washington. Campaign is expected to hit nationwide scale by year's end. Items being featured are **Toni Doll, Baby Coos** family and **Blue Willow** dishes. . . . Following success of first 13 TV film half-hours of *Lone Ranger*, **General Mills** has exercised option for last 39 episodes of property controlled by **Trendle Enterprises**, Detroit.

Hollywood Toy Television Corp., Chicago, has found answer to variety in TV commercials, which heretofore has been lacking because of prohibitive cost of today's spot commercials, according to **Henry G. Saperstein**, head of firm. Problem is solved by new TV animation projector. Projector, highly precisioned, professional adaptation of firm's popular fast-selling toy animation projector, runs one-minute animated show on only two and one-half inches of film. More astounding, Mr. Saperstein said, is low price, $350 to $400, for one-minute spot. Normal type movie camera photographs action on screen of specialized unit so that sound track can be added to new film and complete reel run on any film projector (35 or 16mm) in TV station. Mr. Saperstein points out that total production time of one week for these low cost spots enables agency to keep up with current copy themes at all times. Production facilities located in Hollywood include many top cartoonists and animators. New York sales office will open shortly. Further information is available from Henry G. Saperstein, Hollywood Toy Television Corp., 1225 S. Talman Avenue, Chicago.

Stromberg-Carlson, planning national television spot campaign with films to be produced by **Five Star Productions**, Hollywood. . . . **Roberts & Carr Productions**, formerly Cincinnati, has opened offices in New York City at 216 East 49th St. Firm is headed by **Bob Roberts**, radio producer and director in midwest and south, and **Paula Carr**, former New York radio actress. . . . **United World Films Inc.**, New York, producing six one-minute video films for **Lux** (Lever Bros.) through **J. Walter Thompson Co.**, New York. Spots being made at **Universal-International** studios, to be used on NBC-TV show, *The Clock*.

Product identification, through animation, and gaining attention of youngsters, comprise principal themes of new one-minute and 20-second video cartoons animated and finished by **Animated Video Cartoons**, Washington. Spots produced by **M. Belmont Ver Standig Advertising** of Washington for Baltimore client, **Green Spring Dairy**. Spots scheduled to be telecast in October.

Telefilm Inc., Hollywood, producing for *Ice Follies* three ten-minute and three five-minute television film shorts and same number of one-minute spots. Made from actual scenes of current show, films will be used for advance promotion nationally. Agency: **Smith, Bull & McCreery Advertising**, Hollywood. Same company also preparing one one-minute and one 20-second live action spot for **Awful Fresh MacFarlane**, Los Angeles (candymaker). Spots for local distribution. Agency: **Dan B. Miner Co.**, same city.

Student life on campus of **U. of Miami** will be filmed this semester for release in 1950. Picture will be available for nontheatrical and television use. Twenty-minute documentary motion picture will be photographed on 16 mm color film by faculty and student production unit under general supervision of **Sydney W. Head**, chairman of Radio and Television Dept. **Prof. Grant Shepard** of that department, who also teaches new course in film-making for television use, will direct unit. Film will be strictly factual presenting undergraduate recreational activities unique to south Florida. Purpose will be to give well-rounded portrayal of standard as well as unusual aspects of institution to high school students considering college education.

ASCAP–TV

Agree on Oct. 15 Deadline

THE American Society of Composers, Authors and Publishers (ASCAP) Thursday jointly agreed with the television industry to extend until Oct. 15 the period for determination of compensation to be paid ASCAP by television stations.

During recent weeks the industry and the society reached agreement on a blanket type of contract, retroactive to Jan. 1, 1949. The object of this latest time extension is to work out a definitive per-program agreement.

As a condition to this additional 15-day extension by ASCAP, whose members have not received any compensation thus far for use of their works on television, it was agreed that all television stations would immediately wire ASCAP at 30 Rockefeller Plaza, New York, their agreement to this extension, with the understanding that the terms of any settlement negotiated before Oct. 15 would be retroactive to Jan. 1.

LOOKING to a big future for KBTV (TV) Dallas, Jack I. Potter (l), president of the station and son of Tom Potter, owner; and J. Curtis Sanford, vice president, confer on operational procedure. Jack Potter, a captain in the Air Transport Command during the war, is now an oil man as is his father. Mr. Sanford, a Texas industrialist, is founder of the Cotton Bowl, Dallas sports stadium. Vice President Alben W. Barkley formally opened KBTV (TV) at ceremonies Sept. 17 [BROADCASTING, **Sept. 26**].

War Crimes on TV

THE OFFICIAL film of the Nurenberg trials was released on Saturday (Oct. 1), the third anniversary of the sentencing of the top German war criminals. WMAL-TV Washington ran the hour and 17 minute film Saturday at 10 p.m. This reportedly was the first view of the film over television and its first public showing. The film consists of official records and captured German films.

WTVN(TV) START

Lamb Station Bows Sept. 30

WTVN (TV) Columbus, O., was started officially Friday with its first regular commercial programming. Guests at the station's opening included Ohio Gov. Frank J. Lausche, Bishop Michael J. Ready and Mayor James H. Rhodes.

WTVN is an Edward Lamb station and licensed to Picture Waves Inc. It is affiliated with ABC and DuMont. John Rossiter, formerly commercial manager of Mr. Lamb's aural station in Erie, Pa. (WICU), has been named general manager of the TV outlet. Colin Male is program director and Herbert Stewart assistant commercial manager.

Before WTVN's debut, Mr. Lamb said the station will program a schedule of more than 60 hours a week and will be on the air from 6 p.m. seven days a week.

Studio, transmitters and antenna, are all located on the 37th and 48th floors of the Leveque-Lincoln Bldg., Columbus. WTVN's antenna is more than 630 feet above street level, Mr. Lamb said.

WJAR-TV To CBS

WJAR-TV Providence has signed to become the 50th CBS-TV affiliate, effective immediately. The Rhode Island station, assigned to Channel 11, is owned and operated by the Outlet Co., with John J. Boyle as station manager. It is also an NBC-TV affiliate.

BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do . . . but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher . . . yet they delivered only 15% and 2.4% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis

630 on the dial

Basic ABC **5,000 Watts** **A "John Blair" station**

SMPE MEET

TV Featured on Agenda

SOCIETY of Motion Picture Engineers, holding its 66th semi-annual convention, Oct. 10-14 at the Hollywood Roosevelt Hotel, will visit the TV transmitters atop Mount Wilson on Oct. 13. A joint meeting with the Society of Television Engineers is scheduled for that evening at Carnegie Assembly Hall of Mount Wilson Observatory.

Dr. Vladimir K. Zworykin, vice president and technical consultant of the RCA Labs, will address the joint session on recent developments in TV pickup cameras. Frederick C. Wolcott of Gilfillan Bros. will speak on "The Uniqueness of Television in the Los Angeles Area."

Television also will be featured at the SMPE session the following morning (Oct. 14) when the Society's Theatre Television Committee will make its report. In addition, session will include papers on "Perception of Television Random Noise" by Pierre Mertz, Bell Telephone Labs; "Theatre Television Transmission and Projection System by the Eidophor Method" by E. Labin, Federal Telecommunications Labs, and "A Rooter for Video Signals" by B. M. Oliver, also Bell Labs.

LETTER of commendation from Los Angeles Sheriff's Office received by KLAC-TV that city for its public service program, *Wanted Persons.*

YEAR in and year out KECK is tops in West Texas. The Conlan Surveys prove it!

Covering KECK operating periods:

KECK 35.1
Station A 28.3
Station B 28.4

KECK's MV/M 0.5 reaches one-quarter million people throughout the rich Permian Basin.

WHY not find out more about the station MOST people listen to MOST in West Texas.

KECK.
Odessa, Texas

TV CAMERA picks up broadcast of part of WDAF-TV Kansas City's pre-television show Sept. 13 at the Municipal Auditorium. WHB Kansas City covered highlights of show, including interviews with WDAF-TV executives. WDAF-TV, opening officially Oct. 16 [BROADCASTING, Sept. 26], telecast WHB's broadcast for benefit of spectators. Facing camera are (l to r): Kenneth Gillespie, Stromberg-Carlson distributor and chairman of Distributors' Committee at the exhibition; Joe Flaherty, chief engineer, and Bill Bates, program director of WDAF-TV; Dick Smith, WHB special events chief.

LIVE TV SPOTS

WTTG (TV) Effects New Policy

IN an effort to assure advertisers the choice of intimate "live" announcements, WTTG (TV) Washington, DuMont outlet, will offer sponsors studio facilities for live spots during weekdays at published rate with no additional charges, Walter Compton, general manager of the station, has announced.

The change becomes effective Oct. 3. Mr. Compton pointed out that WWTG originations of live spots in two participation shows in the past indicate the advantages of these to the advertiser. The live spot permits the advertiser to change video and audio copy as often as desired and expensive film production can be avoided, Mr. Compton said. WTTG expects advertisers to absorb talent costs, however, and where extensive rehearsals are necessary, to provide a token fee. Mr. Compton added that the new policy is not intended to discount the effectiveness to many advertisers of film and slide commercials.

New Video Firm

MILTON H. BLACKSTONE, former television head of Robert Feldman Inc. and East Coast Casting Inc., both New York, has formed TV Attractions to produce programs and commercials. New staff members of TV Attractions are Gene Starbecker, former director of WAVE-TV Louisville and WFBM - TV Indianapolis, and James P. McGuire, former contact representative for Van Car Productions and West Hooker Telefeatures Inc., both New York.

THREE new 19-inch video receivers have been added to DuMont Labs line. They are: "Mansfield" 35 tubes; "Westwood" 30 tubes, and "Fairfield" 30 tubes.

Politics TV-Wise

NEW YORK'S Republican-Fusion Party, through J. Walter Thompson Co., has signed a contract with WNBT (TV) New York for what is believed to be the first purchase of a series of video shows as a campaign medium for a political candidate. Six 15-minute programs titled *Campaign Issues* will feature Oren Root, the party's candidate for Borough President of Manhattan. The series starts today (Monday), 6:45-7 p.m., and is to continue weekly through Nov. 7.

CATHODE TUBES

Mark Increase in Sales

MARKED increase in sales of TV receiver cathode ray tubes occurred during the second quarter of 1948, according to Radio Mfrs. Assn. Second quarter sales totaled 775,054 picture tubes valued at $23,123,698 compared to 686,620 tubes valued at $21,971,869 in the first quarter of 1949.

RMA reported that 730,148 of the second quarter supply went to equipment manufacturers and 42,299 to users and distributors for renewal purposes. Sales to government groups totaled 30 tubes, with 4,577 going into export trade.

Sales of all types of cathode ray tubes, including oscillographs and camera pickup tubes, in the second quarter totaled 790,931 units valued at $24,260,041. Sales of picture tubes for the first six months of 1948 totaled 1,463,392 units valued at $45,081,038.

ALLOCATIONS to dealers and distributors of DuMont television receivers have been imposed because, despite increased production, demand still exceeds supply, according to announcement of Allen B. DuMont Labs, Inc.

'TV TIPS'

RMA-TBA Films Previewed

SERIES of 22 RMA-TBA sponsored 20-second and one-minute films titled "TV Tips" will shortly be sent to all television stations on the air and to others as they begin operation. Films will be supplied without charge but with the urging of both associations that the films be broadcast as often as is possible.

Pictures are designed to educate the viewing public in proper tuning and viewing procedures so that they may get the best technical reception, affording the maximum audience for the telecasters and advertisers and saving the serviceman many needless trips.

Films, utilizing both live and cartoon sequences, were previewed Sept. 22 at the Hotel Astor, New York. Robert C. Sprague, president, Sprague Electric Co., and chairman of the RMA Town Meeting Committee, introduced the series. Speaking for J. R. Poppele, TBA president, who was in Washington that day, Will Baltin, TBA secretary-treasurer, said that TBA was urging stations to give the series the widest use as "we broadcasters feel that fully 50% of the success of a television show is its proper reception on a TV set."

Films were created by Spectrolux Television Corp., New York, with research and production handled by Howard Browning, Philadelphia public relations consultant to the RMA subcommittee in charge of the project. Committee comprised A. T. Alexander, chairman; H. A. Ehle and L. A. Goodwin Jr., with Walter Moran of ABC representing TBA as an ex-officio member.

AUG. TV-HOOPER

First to 'Fireball Fun'

BUICK-sponsored program, *Fireball Fun for All*, on NBC-TV led the first five network Teleratings for August, according to the TV-Network Hooperatings report released last Monday (Sept. 26) by C. E. Hooper Inc., New York.

HOOPER 'FIRST FIVE' NETWORK TELERATINGS FOR AUGUST

1. Fireball Fun for All (33 NBC-TV cities)	42.9
2. Stop the Music 8-9 p.m. (11 ABC-TV cities)	35.0
3. Arthur Godfrey and His Friends (33 CBS-TV cities)	28.5
4. Original Amateur Hour (16 DuMont TV cities)	27.4
5. Kraft Theatre (15 NBC-TV cities)	26.2

WCBS-TV Boost

NEW antenna system atop the Chrysler Bldg. was placed in operation last week-end by WCBS-TV New York. The new four-layer, 16-element dipole system gives the station the maximum radiated power permissible under FCC regulations, representing better than a three-fold increase over the old signal. It was designed and built for the station by the consulting engineering firm of Andrew Alford, New York.

WCHS SALE

$650,000 Price Reported

SALE of WCHS Charleston, W. Va., by John A. Kennedy and associates for $650,000 to the Lewis C. Tierney family interests was reported in an application tendered last week for FCC approval. WCHS, CBS affiliate, operates on 580 kc with 5 kw.

Charleston Broadcasting Co., WCHS licensee, told the Commission that the principal stockholders have moved to San Diego and are unable to devote full time and attention to the affairs of the station. Mr. Kennedy is president and owner of 1,150 of total 2,670 shares in WCHS. His wife owns 1,335 shares. Charleston Broadcasting in latter 1947 purchased 51% interest in the San Diego *Journal*, and the Kennedys now reside there.

Purchaser of WCHS is the Tierney Co., Bluefield, W. Va., firm representing the coal mining interests of the Tierney family. Lewis C. Tierney, president and 19.4% owner, one time was operator of WBTH Williamson, W. Va. Laurence E. Tierney Jr. is secretary and 19.2% owner and his wife, Nora C. Tierney, is treasurer and 8.9% owner. An interest of 23.126% is held in trust for other members of the Tierney family who are not of age. Albert S. Kemper Jr., who also had been with the WBTH operation, is vice president.

Howard L. Chernoff, managing director of the West Virginia Network of which Mr. Kennedy also is president, is vice president and managing director of WCHS. His wife, Melva G. Chernoff, owns 50 shares in the station. Jesse A. Block, a director, holds remaining 135 shares.

When Charleston Broadcasting acquired control of the San Diego *Journal*, from Clinton D. McKinnon who retained a minority interest and continued as publisher, it also purchased affiliated KSDJ San Diego and received FCC consent. However, this part of the deal was never consummated and KSDJ was later sold to Charles E. Salik [BROADCASTING, Oct. 25, 1948].

WGN 24 HOURS

Chicago Outlet Increases

WGN, *Chicago Tribune* station, extended its operating schedule last Tuesday (Sept. 27) from 19 to 24 hours daily. Increased time of five hours features a hillbilly disc show from 1 to 6 a.m. CST, Tuesday through Sunday.

Erving Victor, who left KMOX St. Louis where he originated the *All Night Frolic*, is emcee on the WGN show, which follows the same format. Music is supplemented with hourly newscasts and weather reports. Station has operated on a 19-hour schedule since the war, when it broadcast for 24.

WGN has also contracted with the new Mail Order Network to offer the network's pre-approved items, Frank Schreiber, manager of the 50 kw station, reports.

WCAR

FCC Would Deny Detroit Move And Power Increase

PROPOSED decision was reported by FCC Thursday to deny request of WCAR Pontiac, Mich., to move to Detroit and increase power on 1130 kc from 1 kw daytime to 50 kw day, 10 kw night, directional fulltime.

Greater need for WCAR's "meritorious service" at Pontiac, as the city's sole outlet, was cited by FCC in proposing to rule against adding a sixth fulltime station at Detroit. The Commission also proposed to deny the competing bid of UAW-CIO Broadcasting Corp. of Michigan for a new AM station at Detroit on 1130 kc with 5 kw day, 2.5 kw night, directional fulltime. FCC held the latter's technical evidence was incomplete.

The proposed decision, sustaining the recommended ruling of Hearing Examiner James D. Cunningham as regarding the WCAR request, was passed by a 3-to-2 vote of the Commission. Comrs. Robert F. Jones and George E. Sterling dissented from the majority opinion on the WCAR action, voting to grant the requested switch. Chairman Wayne Coy and Comr. Rosel H. Hyde did not participate in the decision.

The hearing examiner and all of the participating Commissioners found that the "affirmative showing" made by UAW-CIO Broadcasting Corp. "is fatally defective, in that it does not establish the technical qualifications of the applicant."

The decision indicated that at the hearing UAW-CIO Broadcasting testified it had obtained an option on a transmitter site which would be used in lieu of that specified in the application. FCC said the site given in the application and "contemplated in the issues, is not and apparently has never been available to the applicant" for the proposed station. The Commission further stated that no request to amend the application to show the change had been made and that the hearing examiner acted properly in sustaining objections to any change being made during the hearing.

The FCC majority found that although Pontiac is within the Detroit metropolitan district, the two cities are 15 miles apart and Pontiac, with population of 66,000, "must be classed as a large and thriving city with numerous and varied community and business interests which are not shown to be identified in any way with those of Detroit."

The majority said that for "approximately 10 years" WCAR has "supplied the city and its environs with a valuable public service . . . there is a definite public need for a continuation of this service, and any deprivation or diminution thereof, as the result of moving the station in the manner contemplated herein, would be contrary to the best interests of the Pontiac area, and, indeed, contrary to the public interest."

Denies Auxiliary Plan

The decision also concluded that WCAR's plan to prevent any curtailment of local service through the use of an auxiliary studio in Pontiac would not be possible to carry out.

The dissenting Commissioners stated they believed "that in proceedings such as this where an extensive area is proposed to be served which includes communities of substantial size comprising integral parts of the same metropolitan district and where the operation proposed would provide service to the cities involved and to all or substantially all of the metropolitan district, with adequate provisions being made for local programming of the several communities therein, no distinction can be made as between the communities."

WDXB DISPUTE

Forces Station Off Air

A STRIKE by its engineers, members of the local IBEW unit, prevented WDXB Chattanooga from going on the air at sign-on time, 7 a.m., Sept. 25. Strikers protested the firing of two engineers, Albert Geia and Gene Lewis. Taylor Blair, WDOD Chattanooga control engineer and business agent of Local 662 IBEW, which set up picket lines at the station's studio and transmitter, said the walkout also involved management's refusal to sign a contract.

However, Joe V. Williams, Chattanooga attorney and owner of WDXB Broadcasting Co., charged the union with "feather-bedding" tactics in violation of the Taft-Hartley Law. Both Messrs. Williams and Blair indicated their willingness to resume negotiations. Engineers were still out at weekend, Mr. Williams reported.

An NLRB election held at the station Sept. 16 had directed the management to negotiate with the local union as bargaining agent for the engineers. Mr. Blair said the two WDXB engineers had been dismissed Sept. 14 and told the action was part of an economy measure to reduce staffing. He also declared that two announcers had been dismissed the previous week for the same reason but that he understood AFRA would file charges against WDXB because of the dismissal.

Both sides agreed the dispute dated back to the establishment of the 250 w station in July 1948 when the number of engineers and their duties at WDXB were under negotiation.

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PAY RAISES

FCC Members In Line For $15,000

LONG-PENDING legislation to raise salaries of FCC Commissioners above the present $10,000 won Congressional approval last Thursday in a compromise agreement which stirred lengthy and partisan discussion before the Senate finally passed the executive pay bill. The proposal still must go to conference but it is understood that no significant changes will be made.

Commissioners of FCC, FTC and other agencies won't get the $16,000 originally provided in the House-passed version or urged by the Senate Post Office & Civil Service Committee. They will have to settle for $15,000—which represents a 50% boost—where they might have lost even that. For FCC Commissioners it represents their first increase in over 22 years—since the Federal Radio Commission was first set up in 1927.

Prodded on by President Truman's message earlier in the week, calling for immediate passage of the measure (HR 1689), the Senate proceeded slowly through a maze of amendments which threatened to wreck chance of passage at this session. As an alternative to recommital to committee and as a method of reconciling differences over relative increases for executive personnel, a coalition of 30 Senators, led by Sen. Edwin C. Johnson (D-Col.), pushed through a substitute amendment which scaled down salaries to $15,000.

Thus, FCC Commissioners will receive the same amount proposed in the McFarland-FCC reorganizational bill, now before the House Interstate & Foreign Commerce Committee, which reportedly has incurred frank opposition. With respect to the original HR 1689, there would be one other important change, however—FCC Chairman Wayne Coy, or any successor, will not be eligible for a proposed $18,000 which would have rested at the President's discretion.

Increase to Allen

The legislation also provides a sizable increase for the Assistant Secretary of State for Public Affairs (now George Allen), charged with overall supervision of State Dept.'s Voice of America broadcasts. He would receive $15,000 instead of the present $10,330. FTC Commissioners also will draw $15,000 salaries.

Sen. Johnson pointed out that the executive bill, as reported out by Sen. Russell Long (D-La.), would mean FCC and other Commissioners would be paid higher salaries than those received by Congress—$16,000 as compared to $15,000—and felt that "to a great many of us, it would be very offensive to have the top officials of a creature of Congress receive more pay than that received by the members of the body which created it . . ." The Johnson amendment imposed an overall ceiling of 50% on raises.

Due for action this week is a classification measure (S 2379) which Congress and the President made plain must go hand in hand with the executive bill. Under that proposal the top grade under civil service carries a $15,000 ceiling for which FCC's general counsel, chief engineer and chief accountant conceivably could be eligible in the normal progression of pay grades. They might, in effect, realize increases over 45%, again equalizing their salaries with those of Commissioners [BROADCASTING, Sept. 19]. A similar bill (HR 5931) was passed by the House last week. Observers feel a fight is in prosepct in the Senate for less than the $15,000 ceiling.

Sen. Ernest McFarland (D-Ariz.), one of the sponsors of the Johnson amendment, told colleagues that one of the difficulties of the classification bill is that "already some . . . personnel are receiving more pay than many of the top officials" of government, presumably including federal agencies like FCC. He warned against increasing one and not the other, and noted objections to some features of the civil service bill.

President Truman pointed out that "15 top executives of a single private corporation . . . are paid more than the aggregate salary now paid" to 250 federal officers including heads of FCC, FTC, and others.

COMMUNICATIONS

Book Surveys Fields

MASS COMMUNICATIONS. Edited by Wilbur Schramm. Urbana-Champaign: U. of Illinois Press. 552 pp. $4.50.

PRESENTING an over-all survey of the mass communication fields is this volume compiled from readings used in the U. of Illinois Institute of Communications Research. Book was prepared at the request of students, teachers and research men who have urged the institute to supplement its first book, *Communications in Modern Society* (U. of I. Press, 1948).

Edited by Wilbur Schramm, director of the institute, the book gives an integrated introduction to mass communications for persons who would like to study them through the windows of the social sciences. It has been designed to meet part of the need for such an introduction.

Mass Communications, by bringing together anthropologists, psychologists, sociologists, political scientists, economists and media men, has attempted "to combine diversity of approach with unity of target." Book was published last week.

Among the 36 contributors to the book are Paul F. Lazarsfeld, director Bureau of Applied Social Research, Columbia U.; Kenneth Baker, director of research, NAB, and H. M. Beville Jr., NBC director of research.

CONTEST directors, Harold E. Fellows (l), general manager of WEEI Boston, and Bob Bousquet, advertising manager for Lux Div. of Lever Bros., exchange congratulations at WEEI's luncheon where newsmen from the four Boston dailies selected 16 15-year-old beauties out of 179 local entries. Contest nationally marks 15-years of *Lux Radio Theatre* broadcasts over CBS (WEEI in Boston). One of the 16 girls will represent the Hub City in the national contest opening Oct. 18.

KCUL OPENS

Now on 24-Hour Schedule

KCUL Fort Worth went on the air Sept. 21, with 5 kw on 1540 kc. It announced a 24-hour-a-day schedule.

Ads promoting the opening of the station used the slogan "the station of distinction." KCUL (which spells "Luck" backwards) brings to seven the number of AM stations in Fort Worth-Dallas area.

Bruce Chambers is KCUL's president and general manager, and the station is licensed to East-West Broadcasting Co.

Forum to NBC

SERIES, *American Forum of the Air*, which left MBS a fortnight ago after several years, will begin on NBC, both AM and television, Oct. 30. The program will be simulcast Sunday, 4:30-5 p.m. from Washington.

WSLI
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American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

Technical

SOUND APPARATUS Co., Stirling, N. J., announces production of new calibrated pre-amplifier, Model PR, especially designed to extend sensitivity of company's line of graphic recorders to 30 microvolts. Descriptive literature sent upon request.

CURTIS L. PIERCE and ARTHUR ELKINS transferred to TV engineering staff from AM crew at NBC's Central Div. EDWARD HOLM replaces Mr. Pierce as field engineer.

WALTER V. LESTER, NBC Chicago AM studio engineer, is father of a boy, Steven Earl.

WEBSTER ELECTRIC Co., Racine, Wis., produces two new professional models of Ekotape magnetic tape recorders, designed to meet requirements of radio engineers. Model 105 is single unit containing both record and playback amplifiers besides tape recorder mechanism. Model 107 is in two units, one of which contains recording mechanism, other containing amplifier chassis. Both are portable and also may be secured for permanent rack installation.

LOU CRAIG, WNBQ (TV) Chicago transmitter engineer, and Doris Ann Hartung announce their forthcoming marriage Oct. 8 in Chicago.

Moves Transmitter

IN ORDER to move its FM transmitting equipment to the new transmitter site on San Bruno Mountain, KNBC-FM San Francisco went off the air last Monday (Sept. 26) for 16 days. The move, however, did not affect regular operations of the NBC outlet's AM transmitter. New installation will have an effective radiated power of 45 kw in contrast to former output of 3 kw. Operating on Channel 259 (99.7 mc), KNBC-FM will resume broadcasting on Wednesday, Oct. 12.

COMPREHENSIVE advertising and promotion campaign on RCA Victor 45-rpm records, planned to complement similar campaign already underway on 45-rpm instruments, announced by RCA Victor, Camden, N. J.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
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Kansas City, Missouri

WHOM SESSIONS
Meets Agency, Newsmen

WHOM New York has inaugurated a series of monthly meetings of agency and news people to discuss various points of the foreign language broadcasting operations.

At the first meeting late last month, guests were introduced to the new general manager, Generoso Pope Jr., and were shown the station's new and impressive modern offices and studios.

U. S. Agency Data

A NEW editorial feature summarizing all important rulings, decisions, and orders by 43 government bureaus and agencies, including the FCC and FTC, is now published daily by the New York *Journal of Commerce*. The feature is called "Business Rulings by Federal Agencies" and is written in non-technical, digest style. The business paper reviews in the articles tax rulings, import-export controls, labor decisions and other vital Washington data.

FUND-RAISER
Grand Rapids Goes 'All Out'

FOUR MAJOR stations in Grand Rapids, Mich. — WFUR WOOD WJEF WLAV—did themselves proud last month when they threw their collective time and talent, and an aggregate of 200 years talent experience, behind the National Foundation for Infantile Paralysis. Because of the unlimited cooperation, the fund was some $3,000 richer after seven hours of broadcasting.

Fund-raiser was the suggestion of WFUR, 1 kw independent, which enlisted the help of clients and personalities comprising most of Grand Rapids' radio industry. Special scripts and broadcast schedules were written, and production sheets were set up to help coordinate the activities of the seven-hour program. To make it official, Mayor Stanley H. Davis, in a radio speech, proclaimed the occasion Radio Day—and the parade of stars for polio victims was underway at 10 a.m.

Joining in were sportscasters, disc jockeys, foreign language broadcasters, gospel artists and others from WFUR WOOD WJEF and WLAV. Hundreds of requests and pledges rolled in and the moneys pyramided. Later a special plea by Gov. G. Mennen Williams, praising radio's efforts and extending further encouragement, set off another round of pledges. His message was aired by special telephone-recording. By 5 p.m. radio personnel were weak and weary but the Foundation was $3,000 to the good.

SALVATION Army, San Francisco, preparing half-hour transcribed Christmas program for second consecutive year.

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RCA RADIOTRON ELECTRON TUBE
Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers
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COMPLETE erection of 12 tons of supporting steel and FM-TV antennas—110 feet above penthouse roof and 500 feet above street level.

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TWO first prizes for excellence in the field of religious radio are awarded the Episcopal Diocese of Central New York by co-donors U. of Chicago Religious Radio Workshop and the Protestant Radio Commission. Participating in presentation are (l to r): Rev. Charles Schmitz of the Protestant Commission; Col. H. C. Wilder, NBC representative; Raymond Cantter, CBS representative; Rt. Rev. Malcolm E. Peabody, Bishop of Central New York; Rev. William Robbins, chairman of the diocesan department of promotion.

'VOICE' FUNDS

Increased by Senate Group

STATE DEPT's revitalized campaign to win the "hot" propaganda war of words between Voice of America and Radio Moscow has drawn the unstinted support of the Senate Appropriations Committee which voted fortnight ago an extra $10,475,000. The measure (HR 6008), providing supplemental funds for the current fiscal year, was passed by the Senate and sent to a conference committee.

The bill allots $11,500,000 for international information and educational activities—$330,000 under the budget estimate but the full amount passed by the House. It sets aside the $10,475,000 exclusively for purchase, construction and improvement of building and facilities, and the purchase and installation of necessary equipment for Voice of America broadcasts, including land acquired overseas. Part of the whole sum also is allowed for retroactive salary increases.

The Senate committee did not call on State Dept. Voice officials to testify during subcommittee hearings, but earlier prominent U. S. radio and press officials had attested before a similar House committee to the urgency of the funds increase [BROADCASTING, Aug. 22]. They cited need for funds to counteract Soviet jamming of Voice broadcasts, the necessities of psychological warfare "in the event of world emergency," and the information and propaganda aspects of the cold war in general.

UNESCO MEET

U. S. Urges More Radio

NEED for expansion of mass communications plans, particularly in radio, directed toward a sharper appreciation of human rights, was reaffirmed again by the U. S. National Commission for UNESCO at the Paris conference fortnight ago, State Dept. reported.

The delegation, headed by George V. Allen, assistant Secretary of State for Public Affairs, also reported to the conference, that the U. S. has signed the UNESCO audio-visual convention. The proposed pact is designed to remove duties and various restrictions on educational materials, and now goes to the U. S. Senate for ratification. It places the U. S. squarely on record as favoring a more comprehensive agreement which would include publications as well.

The Commission also had urged that all major projects of UNESCO, including the radio field, be greatly stressed and that UNESCO seek to increase activities of national commissions so as to augur for a mass movement in all countries.

Secretary Allen described the task of developing international understanding as difficult but not impossible, and emphasized that UNESCO's first responsibility is "to tear down those barriers to communications, so people can know each other directly. . . ." If radio broadcasts could carry the assurance of peace throughout the world people everywhere would "raise a great shout of simultaneous joy," he added.

WVOM Boston has purchased entire library of now defunct WORL Boston. Library contained more than 6,000 records.

IRE EXPANDS

Forms Quality Control Unit

FORMATION of a professional group on Quality Control in the field of radio, communication, television, electronics and allied subjects has been announced by the Institute of Radio Engineers. At the same time, the IRE's Administrative Committee, which held its initial meeting last month in New York, elected a new slate of officers.

Elected chairman of the committee is R. F. Rollman, Quality Control Section of Allen B. DuMont Labs.; vice chairman, B. Hecht, manager of Quality Control Section of International Resistance Co., Philadelphia; secretary-treasurer, Dr. Victor Wouk, chief engineer of Beta Electric Corp., New York. The committee will sponsor a full session at the radio fall meeting at Syracuse, N. Y., on Oct. 31, Nov. 1-2 when three papers will be presented.

Boston Engineers Meet

EIGHTY to 100 engineers and technicians from stations in Maine, New Hampshire, Massachusetts and Rhode Island attended the first meeting of the Boston Broadcast Engineers group of IRE in Boston Sept. 15. Highlight of the session was a paper concerning the new measurement requirements of the FCC, presented by Prof. Hobart Newell of Worcester Polytechnic Institute. Next tentative meeting date is Nov. 10.

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WEXL
1340 KC 250 Watts

WEXL-FM
104.3 MC. 18,000 Watts
Royal Oak, Michigan
PRIMARY COVERAGE

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More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY
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MASON CASE

Trial Set for Oct. 24

TRIAL of Sam Smithwick, former deputy sheriff, for the murder of W. H. (Bill) Mason of KBKI Alice, Tex., has been set for Oct. 24 in district court at Belton. The case was ordered transferred from the south Texas town of Alice because of high feeling in the area.

A special Jim Wells County grand jury, which indicted Mr. Smithwick [BROADCASTING, Sept. 19], was discharged Sept. 23 after 10 days' investigation into voting in last year's U. S. Senate primary, when Sen. Lyndon Johnson defeated former Gov. Coke Stevenson by the close margin of 87 votes in a 1,000,000-vote primary. The Senator's wife, Claudia Johnson, is president of KTBC Austin. The grand jury returned no indictment in the latter case.

Announcer Recruits

THE National Academy of Broadcasting, Washington, graduated 24 students Sept. 23. Three of the announcer graduates already had accepted professional positions before receiving diplomas—Robert Evans with WSSB Durham, N. C.; Charles Farkas with WAZF Yazoo, Miss., and Harry S. Baum, WHIW Rutland, Vt. Commencement speaker was J. N. (Bill) Bailey, radio and newspaper consultant of Washington and Baltimore, who stressed high standards in programming. Mr. Bailey was executive director of the FM Assn. from 1947 to 1949.

Defense Series

ABOUT 300 stations currently are airing *Defense Report*, weekly news script presented by the Dept. of Defense, according to Charles E. Dillon, chief of the radio-television branch and producer of the series. Scripts summarize news about the armed forces in an informal and authoritative presentation and is available for placement by public information officers of all services. Response from stations indicates that circulation will be doubled shortly, Mr. Dillon said. Series was inaugurated Aug. 1.

Programs

FIFTEEN-MINUTE, five-a-week news broadcast by Jerry Taylor on WRIB Providence, R. I., has used up to 5,000 words of copy for one program. Show specializes in local news and utilizes tape recordings as special feature. Over 60% of local news beats have been scooped by show over local papers, station reports. Program, *Newport Radio Express*, reportedly was among the first shows in Rhode Island to use editorials on local scene.

Salute to Civic Service

SERIES to be aired five times weekly for 15-minute period on KCBS San Francisco will salute different service organization each week. Called *Oroweat Salute to Civic Service*, shows are presented in cooperation with San Francisco Community Chest. Format is discussion of work of social service in Bay Area. Groups working with problem children, the blind, crippled, aged, mentally disturbed, or underprivileged will be honored.

Music for Youngsters

MUSICAL program aired on WTAG Worcester, Mass., features serious music for children in age group of five-to-ten years. Hour-long show, *Make Friends With Music*, seeks to help children understand music by talking about it in simple terms. To aid in this, 8½ by 11-inch musical diary can be obtained from WTAG. Diary devotes full page to each program with program notes and spaces for children to write in titles and composers of selections played. Additional pages, to be obtained in spring, may be inserted into loose-leaf binder by children.

Delayed Broadcasts

SATURDAY evening delayed broadcasts of Northwestern U. and Evanston Township High football games will be aired over WEAW (FM) Evanston, Ill. Tape recordings will be unedited and contain all color associated with games. WEAW feels that its convenience will make it a popular feature in Chicago.

Constitution Reading

ATTEMPTING to promote better understanding of the Constitution, KGFJ Hollywood has started new policy of opening one of its regular newscasts with reading of a section of an article of Constitution. Reading started with preamble and will proceed through entire Constitution including all amendments, in consequent newscasts.

Sub Succeeds

WHEN Brooke Johns, regular announcer for *Morning in Maryland* disc show on WBCC Bethesda, Md., was called away suddenly, his 17-year-old daughter, Joanne, took over show. Lack of experience nothwithstanding, she interviewed representatives of Junior Chamber of Commerce, spun discs and chatted so well that station has offered her show of her own.

'NORONIC' TALE

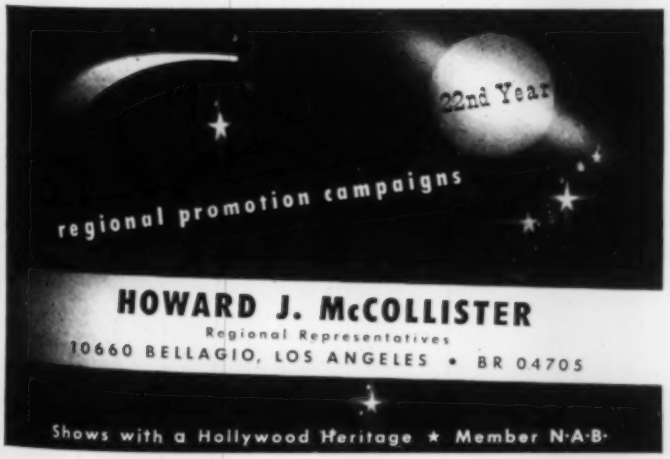
Radio-TV Covers Disaster

RADIO and TV stations jumped into action Saturday, Sept. 17, the day of the *Noronic* disaster in Toronto harbor. Tale of charred victims and the burning ship was relayed to listeners and viewers in record time. First stations reporting activities included CHUM Toronto; WCUO (FM) WJMO WGAR WEWS (TV), all Cleveland; WFMJ (FM) Youngstown, Ohio, and WCOP Boston.

CHUM recorded interviews with survivors, supplying the recordings to NBC for national broadcast and also newsreel film for NBC-TV use. Station's staff aided in task of bringing together families separated by fire. Rolly Ford, station manager, reports coverage was hailed for its public service and news job. WFMJ (FM) flew Robert Makall, program director, to the scene for tape recordings of witness accounts by Youngstown survivors.

FM coverage also was supplied by WCUO, whose manager, Ralph Wallace, was in Toronto to broadcast a union convention. WCUO fed WGAR for exclusive AM coverage and also aided WEWS' television coverage. The latter sent Cameraman Mel Horace to film newsreel shots of the ruined ship. These were shown in Cleveland Saturday evening. A second cameraman and engineer flew to Toronto for followups on victim identification and interviews with investigators. These films were telecast Monday and Tuesday.

Heads-up coverage from as far away as Boston was reported. Alan Barnett, friend of WCOP Newsman Bornie Kamonsko, who was in Toronto that week-end, phoned station and offered on-the-spot description. WCOP accepted, recorded the details by telephone recorder and thus had an exclusive on-the-air that same night.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regional promotion campaigns
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Shows with a Hollywood Heritage ★ Member N·A·B·

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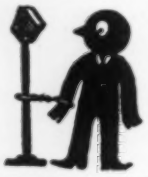
"LOVE'S A PRECIOUS THING"
"DON'T CRY JOE"
DJ-772
*"DJ" disks couple the cream of the RCA Victor hits for your convenience!
RCA VICTOR RECORDS

Allied Arts



GEORGE DIETRICH, former eastern sales manager of Radiotime Inc., publisher of trade service listing program schedules and time availabilities, named general manager of corporation. He will headquarter in company's Chicago office and will be in charge of sales, distribution and production of publication. He previously was member of Talon Inc. sales staff.

PROCKTER RADIO PRODUCTIONS Inc. announces removal of offices to 221 West 57th St., New York. Phone: JUdson 6-4360.

WARWICK & LEGLER Inc., New York, signs two-year agreement for National Nielsen Radio Index Class "A" Service, including New York TV reports.

KILLINGSWORTH TV PRODUCTIONS Inc., New York, moves to new quarters at 150 West 49th St., and expands its staff. New personnel includes **JOHN T. MATTHEWS**, formerly with Visual Science and Research, sales manager, and **IRVING G. GORDON**, attorney. Firm has completed package situation-comedy musical featuring Landt Trio, which it is offering for telecast.

CONTRACT renewals and extensions for World Broadcasting System, New York, transcribed library service, signed last week by five Georgia stations: WALB Albany, WMVG Milledgeville, WGAA Cedartown, WRLD West Point and WTOC Savannah.

HAL TATE, owner of Hal Tate Radio Productions, Chicago, is father of a girl, Marilyn Jean.

TEXAS JIM LEWIS, Decca recording artist, signs with Broadcasting Corp. of America's Western Network to do his western show 5:30-6 p.m., Mon., Thurs. and Fri. on KPRO Riverside; KREO Indio; KROP Brawley; KYOR Blythe; KPOR San Bernardino, all California.

Equipment

EDWARD T. O'TOOLE, newspaper and radio freelancer in New York and New England, appointed assistant general manager of the Vidcraft Television Corp., New York, television set manufacturer.

RADIO INVENTIONS Inc., New York, research and development organization currently concentrating on facsimile equipment, changes its name to Hogan Laboratories Inc. Company headed by **JOHN V. L. HOGAN**, pioneer radio inventor, former owner of WQXR New York.

LEONARD C. TRUESDELL appointed sales manager for household radio and television for Zenith Radio Corp., Chicago.

DON BELDING
Gives Up ANA-AAAA Chair

REPLACING Don Belding, Foote, Cone & Belding, Los Angeles, executive committee chairman, Faustin J. Solon, vice president of Owens-Illinois Glass Co., Toledo, last week was elected chairman of the Joint ANA-AAAA Committee on improvement of public understanding of our economic system. Mr. Belding relinquished his chairmanship to act as president of Freedoms Foundation Inc.

Henry C. Flower Jr., vice president and director of J. Walter Thompson Co., New York, was elected vice-chairman of the joint committee, succeeding H. M. Shackelford, vice president in charge of sales promotion and advertising, Johns-Manville Corp., New York.

Canada Radio Week

PLANS are nearing completion for National Radio Week in Canada, Oct. 29-Nov. 5. Participating are Canadian Assn. of Broadcasters, Canadian Broadcasting Corp., Canadian Assn. of Radio and Appliance Dealers, and Radio Mfrs. Assn. of Canada.

NIELSEN
Issues 'Extra Week' Ratings

NIELSEN ratings will be issued henceforth on programs during four weeks of the month rather than two, it was announced last week by A. C. Nielsen, president of the Chicago market research firm.

Subscribers to Nielsen's Radio Index, who have been getting red-covered reports for all network shows two weeks each month, will now receive the blue-covered "extra-week ratings," covering all evening and week-end programs for the other two weeks "for a small optional surcharge." Daytime multi-weekly ratings for the extra weeks will be available on special order, Mr. Nielsen said.

The doubled service is an outgrowth of subscriber demand, Mr. Nielsen reported, and is expected to make possible "sounder decisions, by availability of twice as much information; earlier decision regarding success of a program, and appraisal of guest stars and other special features almost irrespective of the date of broadcast."

Mr. Nielsen pointed out that extra-week ratings, similar to all other features of the National Nielsen Radio Index Service, are determined from a national sample of radio homes, with ratings expressed in number of homes reached as well as in percentages.

National Nielsen-Ratings Top Programs

(TOTAL U. S. INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

EXTRA-WEEK
AUGUST 14-20

Current Rank	Previous Rank	Program	NIELSEN-RATING† — Current Ratings — Homes (000)	Homes %	Points Change
		EVENING, ONCE-A-WEEK			
1	4	Crime Photographer	5,578	14.2	+5.0
2	1	Mr. Keen	4,792	12.2	+2.5
3	2	This Is Your F.B.I.	4,282	10.9	+1.4
4	21	Dr. Christian	4,085	10.4	+3.9
5	12	Gene Autry Show	4,046	10.3	+2.4
6	13	The Fat Man	4,007	10.2	+2.4
7	5	Mr. District Attorney	4,007	10.2	+1.1
8	6	Our Miss Brooks	3,889	9.9	+1.1
9	9	Big Story	3,810	9.7	+1.8
10	11	Henry Morgan Show	3,771	9.6	+1.7
11	3	Adventures of Sam Spade	3,732	9.5	+0.1
12	23	Mr. Chameleon	3,732	9.5	+2.0
13	19	A Life in Your Hands	3,692	9.4	+2.6
14	20	Mr. & Mrs. North	3,653	9.3	+2.6
15	8	Mystery Theatre	3,653	9.3	+1.3
16	17	First Nighter	3,614	9.2	+2.2
17	18	Curtain Time	3,378	8.6	+1.7
18	26	Big Town	3,221	8.2	+2.2
19	30	Vaughn Monroe	3,221	8.2	+2.5
20	7	Corliss Archer	3,142	8.0	—0.7
		EVENING, MULTI-WEEKLY			
1	2	Lone Ranger	2,710	6.9	+0.7
2	1	Counter-Spy	2,593	6.6	+0.2
3	3	News of the World	1,453	3.7	—0.6
		DAY, SATURDAY			
1	2	Stars over Hollywood	3,653	9.3	+0.6
2	3	Armstrong Theatre	3,535	9.0	+1.5
3	1	Grand Central Station	3,339	8.5	—0.3
		DAY, SUNDAY			
1	1	Martin Kane, Private Eye	2,553	6.5	+0.2
2	2	House of Mystery	2,514	6.4	+0.1
3	9	Solitair Time	1,100	2.8	+1.8

Copyright 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

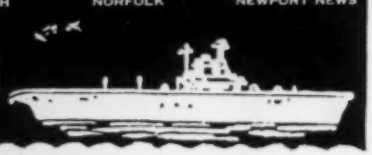
RADIO GUILD
Asks 15% Pay Raise at CBS

DEMANDS for a 15% or $7.50 wage increase, whichever is larger, have been presented CBS by Radio Guild, United Office and Professional Workers, CIO, in negotiations for a new contract to replace the present agreement expiring Nov. 30.

Also among the demands are: Two weeks notice of layoff or dismissal; more severance pay; no layoffs unless work is actually curtailed; company-wide seniority to take precedence over job classification seniority. Represented by the Radio Guild are 600 employes in New York, most of them white collar workers.

You don't need a slide rule to find
THE ECONOMY BUY IN NORFOLK!
Get the facts from BROADCASTING MARKETBOOK (page 194)
Consult SALES MANAGEMENT'S "Survey of Buying Power", May 1949, about
VIRGINIA'S NO. 1 MARKET
POPULATION.....567,400
and remember . . .
"We Solve Advertising Problems"

WSAP — MUTUAL NETWORK AFFILIATES — PORTSMOUTH NORFOLK NEWPORT NEWS — 1490 KILOCYCLES
WSAP-FM — 99.7 MEGACYCLES OR CHANNEL 259



B. Walter Huffington, General Manager — Ask Ra-Tel!

Announcing:
Christmas Wreathes The World
• 25 one shot half hours.
• Low cost, one man production.
• Exclusive rights.
For **FREE** Sample Script and complete details contact:
Radio Script Services
218 N. Duke Street
Lancaster, Penna.

OSCAR awards which will be presented to radio and television stations contributing most to the Chicago Community Fund campaign this month are introduced at a Fund luncheon by Henry Haupt (2nd from l), vice president of BBDO's Chicago office and chairman of the Fund's public relations committee. With him are (l to r): Betty Ross, assistant director of public affairs and education at NBC's Central Div.; Frances Dixon, program booking supervisor, WENR, and Burr Lee, WENR production manager. The Chicago goal is more than $8 million.

LOBBYING PROBE

Committee Blocks Plans

CONGRESSIONAL plans to launch a far-reaching probe of lobbying in this session struck a roadblock last week when the House Administration Committee temporarily turned thumbs down on proposed funds for an investigation which could encompass activities of the radio industry, FCC, FTC and other independent agencies.

The committee heard an appeal from Rep. Frank Buchanan (D-Pa.), author of legislation (H Res 298), for $50,000 to conduct the probe under a proposed seven-man Select Committee, to be chosen by House Speaker Sam Rayburn (D-Tex.). Authorities said the action was not final and the committee simply decided "not to report out" the resolution at this time. They indicated, however, little likelihood funds would be approved this session with adjournment drawing near.

The House decided to push its investigation last July following its passage of a measure to compose a Joint Senate-House group. The concurrent resolution (H Con Res 62) is on the Senate calendar. Senate and House legislators had disagreed on the number of members for the joint unit [BROADCASTING, Aug. 1]. Meanwhile Speaker Rayburn reportedly has been awaiting Senate action before naming select committee personnel.

All proposals would authorize and direct a study and probe of lobbying activities designed to "influence, encourage, promote, or retard legislation," including those of federal agencies. Radio stations and networks with Washington representatives also would fall under the scrutiny of legislators.

Charles Mencher

CHARLES MENCHER, 49, senior clerk at the New York office of FCC, died at his Brooklyn home Sept. 26 from a heart ailment. He had been a clerk with FCC for 29 years. His wife, Mrs. Grace Mencher, and twin daughters, Audrey and Bernice, 17, survive.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

Commercial

B. GEORGE BARBER Jr., formerly promotion manager for WCOS Columbia, S. C., and commercial manager of WKIX and WNOK same city, and most recently general manager of WJAY Mullins, S. C., becomes commercial manager of WFTC Kinston, N. C.

HERBERT S. BENNELL joins sales staff of WCFL Chicago. He formerly worked at Chicago *Sun-Times* as advertising service manager, for *Philadelphia Enquirer* in Chicago and *Nowadays*, newspaper supplement.

DAVE GOLDEN, former director of publicity and promotion of WPAT Paterson, N. J., joins WTTT Coral Gables, Fla., as sales manager.

DUMONT Television Network opens Chicago sales office at 135 S. LaSalle St., headed by **GIL BERRY**, former sales manager of ABC's Central Div. He will represent all DuMont o & o stations—WABD (TV) New York WDTV (TV) Pittsburgh and WTTG (TV) Washington.

LEON P. GORMAN, former sales and promotion manager for WPOR Portland, Me., appointed to similar position at WABI Bangor, Me.

E. N. BEARD Jr., new to radio, joins sales staff of WCOG Greensboro, N. C.

BILL SHAW, former promotion director and time salesman of WLAC Nashville, Tenn., joins sales staff of KCRG KCRK (FM) Cedar Rapids, Iowa.

W. J. WILLIS, formerly with Public Relations Publications of Columbus, Ohio, joins sales staff of WKY-TV Oklahoma City.

HENRY Z. UNGAR resigns from sales staff of WMPS Memphis, Tenn., to become vice president in charge of sales for National Products Co., Memphis.

ARMAND TERL, formerly commercial manager of WSID Baltimore, appointed account executive for WFBR same city.

WILLIAM N. DAVIDSON, account executive in ABC station relations department, resigns to join Free & Peters Inc., New York, station representative, as account executive.

BEN B. BAYLOR Jr., assistant general manager and director of sales for WMAL-AM-TV Washington, has left for Chicago, Detroit and Pittsburgh where he will consult with sales departments of ABC and agency officials.

GEORGE R. TURPIN resigns as commercial representative of WANS Anderson, S. C. He plans to re-enter promotional field, selling and producing regional sales campaigns through new organization, George R. Turpin & Assoc., Fort Worth, Tex.

DON PONTIUS, for past three years on Chicago sales staff of Weed & Co., station representative, appointed manager of Chicago office of Robert Meeker Assoc. Inc., station representative. Veteran of 20 years in midwestern radio, he served on sales staffs of WGN Chicago and MBS Chicago, before entering service during World War II. Upon return to civilian life, he became timebuyer for Hill Blackett Agency before joining Weed & Co.

KNAK Salt Lake City and **KTBI Tacoma, Wash.**, appoint **Independent Metropolitan Sales**, New York, as national representative. **KATL Houston, Tex.**, appoints same representative, effective Oct. 15.

KSMA Santa Maria, Calif. appoints **Lee O'Connell**, Los Angeles, as national advertising representative.

Cecil C. Fogarty

CECIL CLEMENT FOGARTY, 72, president of C. C. Fogarty Agency, Chicago, died Sept. 21 after an illness of three years. Funeral services were conducted Sept. 24 at Memorial Park Cemetery, Evanston, Ill. Mr. Fogarty was a partner in Matteson, Fogarty, Jordan, which was organized in Chicago in 1919. In July 1945 he established his own firm, with himself as president and a son, John G., as partner. Also surviving is a daughter, Elizabeth G. Fencl.

Acme in Sound Reproduction

The NEW LANG-WORTH Transcription

LANG-WORTH FEATURE PROGRAMS, Inc.

113 W. 57th STREET NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

KPIK TRANSFER

Carries Out FCC Approval

COMPLETE reorganization of KPIK San Luis Obispo, Calif., was announced by the station last week with the effecting of transfer to new owners as approved by FCC [BROADCASTING, Aug. 22]. Call also has been switched to KMNS.

New licensee, Pacific Broadcasting Co., acquired the station from San Luis Obispo Broadcasting Co. for $20,000. Pacific Broadcasting is owned equally by Marc H. Spinelli, former director for WRGB (TV) Schenectady and supervisor of the radio-television department at Woodbury College, Los Angeles, who becomes general manager of KMNS; Mary Di Priter, 25%; Richard R. and Stanley Primanti, Pittsburgh restaurateurs. Sellers were S. H. Frowein, Aram S. Rejebian and Emma Widman. KMNS is assigned 250 w on 1340 kc.

Harriette Dunbar, former women's program director at WWNY Watertown, N. Y., and continuity manager at WWVA Wheeling, W. Va., has been named assistant to Mr. Spinelli. Mrs. Esther Wright, only member of the former KPIK staff retained, becomes station manager of KMNS. Announcers are Ken Erhardt, Stan Coleman and Paul McElroy. Chief engineer is Rod Meyers. Ed Wyman has been named commercial representative. Ed Caywood is chief accountant.

Programming emphasis will be on local public service and sports, the station announced, with Deke Thresh, local Ford dealer, having purchased all broadcasts of the home and away football games of California State Polytechnic College.

Don Lee Programs

DON LEE Broadcasting System reports it has 52.8% of the 36 regionally-rated sponsored shows for the second successive month. Ward Ingrim, vice president in charge of sales, disclosed to BROADCASTING that Don Lee has 19 programs among those rated on the four coast networks, more than the combined three other networks.

A. B. SPARBOE (in foreground), head of the flour milling division of Pillsbury Mills Inc., answers a question from a stockholder during the question-and-answer session of the *Stockholders' Meeting of the Air* broadcast over CBS outlet, WCCO Minneapolis, last month. At the second mike is Philip W. Pillsbury, president of Pillsbury Mills. Half-hour broadcast incorporated highlights of the annual stockholders' meeting of Pillsbury Mills, 80-year-old Minneapolis firm. Sig Mickelson, director of public affairs for WCCO, producer of the show, is in the background.

KRAM LAS VEGAS

In New Home, Joins MBS

KRAM Las Vegas started broadcasting yesterday (Oct. 2) from its new studios at the Hotel Flamingo [BROADCASTING, Aug. 29], Ed Jansen, president of Desert Broadcasters and co-owner of the station, reports. At the same time, KRAM joined MBS.

Open house was held at the studios for people of Clark County 4-6 p.m. to inspect the new facilities. The hotel allotted glassed-in quarters facing the Flamingo patio for main studios and additional space for offices. Administrative staff will utilize space on the main floor and mezzanine. KRAM, formerly daytime only, decided on the shift in quarters following the FCC's decision to allow it 24 hours a day programming. Station reports the Flamingo management plans to originate network shows via KRAM.

KWK Tours

KWK St. Louis' Globe-Democrat Tower studios have played host to nearly 15,000 visitors since conducted tours of the building were started 14 weeks ago. The newspaper ran a center color-gravure of different studios and personnel who greet an average of 1,000 sightseers a week. Shown in the spread are newscasters, disc jockeys, engineers, etc., as well as studios, control and reception rooms. Tours will continue as long as there is demand, according to Ray E. Dady, KWK vice president and station director.

IOWA NEWSMEN

Elect McCuen President

IOWA RADIO NEWS Assn. elected a new slate of officers at its fall meeting at Des Moines which was attended by 50 delegates. Charles McCuen, KRNT Des Moines newscaster, is IRNA's new president, succeeding Charles Hilton, KGLO Mason City.

Also named were Robert Redeen, WOC Davenport, vice president; Prof. Arthur Barnes, U. of Iowa School of Journalism, secretary-treasurer; Art Smith, WNAX Yankton-Sioux City, and Ken Kew, KGLO Mason City, board members. Speakers included George Yates, chief photographer of the *Des Moines Register & Tribune*, who explained the news cameraman's tie-in with TV; W. Earl Hall, *Mason City Globe-Gazette* managing editor, giving a newspaperman's look at radio news, and Iowa Gov. William E. Beardsley, who praised radio newsmen for keeping the public informed.

THORNBURGH

Splits WCAU-AM, TV Sales

SALES STAFF of WCAU-AM & TV Philadelphia has been divided into separate units for AM and television, Donald W. Thornburgh, new president and general manager of WCAU Inc, has announced. Mr. Thornburgh made the announcement during a recent luncheon at Philadelphia's Ritz-Carlton Hotel, his formal introduction to local newsmen.

Where before there were a sales manager and three salesmen for both radio and TV, Mr. Thornburgh now has four salesmen on AM and five on TV, with a sales service man on each side. Alex Rosenman, vice president in charge of sales, is in charge of both units. Mr. Thornburgh, aiming to achieve one of the largest advertising jobs ever done by the station, feels the new alignment will offer better service promotion-wise.

Successor to Dr. Leon Levy, who retired as president, Mr. Thornburgh, former vice president in charge of the CBS Western Div. evinced high satisfaction with the general TV situation.

"I am much more optimistic about the break-even point of television than I was six months ago," he said. "Television has come along infinitely faster than expected. The networks are providing more programs for stations to sell. Mr. Rosenman tells me that we will have only four station break announcements available after Oct. 1 for the period from 6 to 10 p.m. All TV is suffering from rates that are too low. They will have to be increased on all stations in the near future and I hope CBS will follow NBC in this. TV should arrive at the break-even point next year."

WBS Adds Five

WORLD BROADCASTING SYSTEM has announced the signing of new contracts for use of its transcribed library service with five stations and renewal and extension of contracts with five others. The new outlets contracting with WBS are WHIZ Zanesville, Ohio; WCEN Mt. Pleasant, Mich.; WOHI East Liverpool, Ohio; WHDL Olean, N. Y. and WCHV Charlottesville, Va. Those renewing and extending contracts are WBIZ Eau Claire, Wis.; WZIP Covington, Ky.; WSWN Belle Glade, Fla.; WJMZ Florence, S. C. and KSWM Joplin, Mo.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
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GATES RADIO COMPANY
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RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Promotion

WILLIAM E. LANE, former assistant stage manager and later film director for WWJ-TV Detroit, becomes publicity manager for station replacing **RICHARD S. SPENCER Jr.,** who has joined sales staff of WWJ.

SHIRLEY LANSING, former copywriter at ABC, joins promotion department of WOR New York as staff writer.

ROBERT IVES joins WCAU Philadelphia promotion department to handle research and sales promotion presentations. He was formerly with Sindlinger & Co., audience measurement firm, same city.

ROBERT PURCELL, director of public relations at KTTV (TV) Los Angeles, named for role in forthcoming Columbia Pictures release, *Mark of the Gorilla.*

Broadcast Tickets

BUFF-COLORED card distributed by WBOW Terre Haute, Ind., calls attention to football broadcasts by Bob Ferguson sponsored by Downtown Chevrolet, that city. Back of card has dates and times of games, while front, besides featuring above information, has stub end reading, "Section—Living Room at Home: Row—In Front of Your Radio: Seat—Favorite Chair. Season Ticket." Card comes in envelope marked, "Here are your football broadcast tickets from Bob Ferguson."

Statistics Mailing

FOLDER featuring detailed map of coverage of KSUM Fairmont, Minn., has been issued by station, giving summary of Conlan Radio Report and statistics of station's primary area. Cover contends: "Most Powerful . . . Most Popular fulltime voice of Southwestern Minnesota . . . Northwestern Iowa . . . KSUM." Back of folder has Class A and B rate card information.

Like Digging a Well

PROMOTION sheet from O'Brien & Dorrance Inc., New York, shows picture of well and points out that promotional activities require same kind of "know-how" as well-digging. Advertisers must know where and how to dig for best results. Folder concludes, "Little job, big job—we're available."

Football Promotion

ON mailpiece showing West Point Cadets in formation at Philadelphia Municipal Stadium during Army-Navy football game, WPEN Philadelphia remarks: "Do You Know . . . How to score a direct increase in sales in the Philadelphia market? Place your advertising schedule on WPEN—the station that sold $11,500 worth of television sets in just one three-hour program."

Pictured Folder

LIBERALLY illustrated folder distributed to trade proclaims, "CBS and Smart local programming give WKBN [Youngstown, Ohio] Hoopers like these. . . ." List of high Hooperatings for 13 programs follow. Inside of folder has listing of comparative local and national Hooperatings for 53 shows and statement pointing out that of these 53 shows, "52 had a WKBN rating that was better than national average. . . ." Thirty-five of them had station ratings of double and four tripled national average. Station's share of local audience is illustrated, with index on back of folder.

Female Radio Commentators

COLUMN in Washington *Daily News* by Tom Donnelly fortnight ago recommended that women radio commentators and directors of women's shows be asphyxiated. Ruth Crane, director of *Modern Woman* show on WMAL Washington, challenged offending columnist to conduct her show one morning. Resulting show was uneventful except for exchange of olive branch between Miss Crane and columnist.

WPAY Pretty Girl

GIFTS to be awarded local winner of *Lux Radio Theatre* contest to determine prettiest 15-year-old girl were exhibited in bank window in Portsmouth, Ohio. Prizes were displayed against backdrop poster with pictures of CBS talent and large card with call letters of WPAY WPAY-FM, CBS outlet in Portsmouth. Six finalists in contests appeared on *1400 Club* show on WPAY.

Front Row Center

SMALL folded card with pictures of Cass Franklin and Monica Moore, dance duo on DuMont TV Friday nights, has been sent to prospective viewers. Back of card has names of other DuMont talent. Card is accompanied by paper reading, "Presently Appearing—Front Row Center—DuMont Television . . . Friday Nights At Eight . . . 10th Consecutive Week."

Direct Mail Awards

BEST direct mail advertising campaign of any U. S. station last year was voted for WMAQ (NBC) Chicago for second consecutive year at annual convention of Direct Mail Advertising Assn. in Chicago. "Best of Industry" award was presented to Harold Smith, WMAQ promotion manager. NBC earned first place in network class, and its station KNBC San Francisco, won honorable mention in stations category. David Lasley, NBC Central Div. promotional and advertising manager, talked on "Use of Direct Mail in AM and TV Promotion" before delegates.

Logs for Patients

BULK mailings of WTOP Washington's program logs go to large hospitals in Washington area. Eight-page schedules are distributed to hospital patients. Hospital officials have expressed patients' appreciation for service and made requests for larger numbers, station reports.

Lights On

"NO MORE groping in the dark when you hire WIBW to do your Kansas Selling," says gimmick-minded Ben Ludy, general manager of Topeka station in sending luminescent plastic electric light pull cord to trade. Reply card is attached for those desiring details of audience and availabilities.

Promotion With Product

LARGE neon-lighted clock hung in window of WHBC Canton, Ohio, studio at Stark County Centennial Fair formed part of station's promotion for Pepsi-Cola. Announcements of time over station's P.A. system were accompanied by plugs for Pepsi-Cola. Special 30-second musical spot for local bottler was provided by company containing references to fair. Cartons of Pepsi-Cola were awarded to contestants on station's giveaway shows.

South African Mailing

CLEVERLY-illustrated folders serve to carry message of listener pull of Lourenco Marques Radio, Johannesburg, South Africa. One folder shows drawing of small girl writing "2+2=5" on blackboard. Caption reads, "But these are the facts. . . ." Inside, child is shown in front of board where she has written "2+2=4" many times. She is sticking out her tongue toward page giving station information.

Butler Cooperation

TO KEEP youngsters in Butler, Pa., happy, when they were kept home from school an extra few weeks because of polio in the county, WBUT and WISR cooperated to present their facilities to the city's Recreation Board for a series of children programs. Called *Radio Playground*, the experimental show consisted of four daily programs simultaneously carried by the stations but alternated as to origination points. When the program originated at WBUT, WISR picked up the broadcast on its FM receiver and rebroadcast over its AM facility.

READ by more agency-advertiser executives than any other radio or TV journal

Only BROADCASTING brings together the week in radio and TV. Spot news—largely unduplicated elsewhere—new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs . . . all easily read and quickly grasped.

ADVERTISERS read BROADCASTING—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read BROADCASTING—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read BROADCASTING—to learn quickly and reliably what is happening, week by week, in their business.

If YOUR business concerns radio-television you need BROADCASTING-TELECASTING — the only authentic reporter of every significant development in the field of mass radio communications.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

Name

Street

City Zone State

I enclose _____ Please Bill Me ☐

BROADCASTING • TELECASTING NATIONAL PRESS BLDG. WASHINGTON 4, D. C.

WBAL means business in Baltimore

News

PAUL BOEHM, formerly of WSSV Petersburg, Va., rejoins WGPA-AM-FM Bethlehem, Pa., as sports director and play-by-play announcer. He handled play-by-play football and basketball for WGPA last season.

ED FAREY, for past three years production manager of CJOB Winnipeg, Man., becomes night news editor of CKNW New Westminster, B. C.

AMOS KIRBY, farm editor for WCAU Philadelphia, received first achievement award from Reading Fair, Reading, Pa., for service to farmers of Middle Atlantic area.

SPENCER ALLEN, director of news at WGN-TV Chicago, will discuss video's role in hospital and medical public education at 33rd annual session of Clinical Congress of American College of Surgeons at Chicago's Stevens Hotel, Oct. 19.

RICHARD HARKNESS, NBC Washington news analyst, and Mrs. Harkness have left for five week visit to Europe.

THOMAS J. PAGE, agricultural director of WNBC New York, cited by American Forestry Assn. for one of its six conservation awards for 1949.

BILL ELLIOTT, formerly sportscaster and disc m.c. for KERO Bakersfield, Calif., joins KAFY same city.

HERBERT WILE joins WCAU Philadelphia news staff as copy runner and production assistant on station's TV news program.

AL BOND resigns as farm editor of KIRO Seattle to return to Agricultural Extension Service at Washintgon State College in Pullman, Wash. He will serve as extension radio specialist, developing "Farm and Home" programs for use by stations around state, and as liaison man for college office agents and radio stations.

WALTER GRISHAM of NBC Central Div. news staff, and Rosemarie Murray have announced their marriage.

RCA Victor's automatic 45-rpm record player attachment (Model 9JY) is on sale throughout country repriced at $12.95 from original listing of $24.95.

Architect's view of the new WIS studio-office building.

NEW WIS HOME

Set To Open in Mid-November

WIS-AM-FM Columbia, S. C., will be housed in a new studio-office building next month. Building is unique in that its exterior preserves the tradition of Southern architecture while its interior emphasizes the new and modern.

Official opening is tentatively scheduled for the middle of November but moving operations from the present studio location in the wing of the Jefferson Bldg. start in about two weeks, according to Steve Libby, manager of WIS promotion-publicity. New location is at the southwest corner of Gervais and Bull Sts., two blocks from the state capitol building.

The two-story building is constructed in hand-made Colonial brick, its Southern flavor highmarked with beautiful white columns at the main entrance. The interior is modernistic and Mr. Libby says it is one of the most modern and complete broadcasting plants in the nation. Control room equipment was specially constructed for the station by Collins Radio Co., Cedar Rapids, Iowa, and is said to be "the ultimate in fine control room facilities."

Plans for accommodating TV in the structure have not been made. But Mr. Libby comments: "This will doubtless come sometime in the not too distant future." WIS is owned and operated by Surety Life Insurance Co. and has been on the air since July 10, 1930. WIS has been an NBC affiliate since 1932. Station is 5 kw and operates day and night on 560 mc. G. Richard (Dick) Shafto is general manager of WIS-AM-FM.

NETWORK WRITERS

To Have Security Clause

STAFF writers at ABC, CBS and NBC will have a union security clause for the first time in the agreement the networks and Radio Writers Guild are negotiating for the coming year, it was learned after a meeting Wednesday morning between the networks and the RWG.

The security clause, however, will be conditioned on the union's being certified as bargaining agent in proceedings now before the NLRB.

The networks turned down demands by the union for the right to arbitrate all layoffs and for a revision of their policy on television rights. On the latter point, the networks own television scripts that staffers write on their own time. The RWG wanted to revise the contract to permit staff men to free lance on their own time.

The two sides will meet again Thursday.

Cowgirls On Parade

PROMOTING radio in a big way in the biggest state of the Union, Long stations in Texas are centering a contest on the popularity of Charlie Walker, singing cowboy, with competition among 300 young women in 20 south Texas towns. Contestants compete for the title of "Cowgirl Sweetheart of the Half Circle W for 1949." Mr. Walker has a half hour show *Half Circle W Roundup* originating at Long's KIOX Bay City. Winner is selected at every city visited by Cowboy Walker and a film troupe who are making "Cowgirl Sweethearts on Parade," 30-minute feature starring Mr. Walker and his radio show. The film, which is recording the entire contest, also will feature Lion Club activities in the Bay City Rice Festival where contest winners will be announced Oct. 7-8, and will promote Long advertisers. Contest is broadcast over KIOX, KVIC Victoria, KSAM Huntsville and KTLW Texas City.

NEW NOVEL

Penned by 'Portia' Writer

MIRROR, MIRROR ON THE WALL. By Mona Kent. New York: Rinehart & Co. Inc. 307 pp. $3.00.

MONA KENT, $52,000-a-year writer of the popular daytime serial *Portia Faces Life*, now displays another facet of her writing talents with this new novel published last month.

The novel concerns a woman who not only wrote "cliff-hangers," but on the surface lived by their precepts. And in her story, Miss Kent reveals to the average reader both the serious workers and the phonies in the radio serial field.

Sponsor ABC Football

THE ABC *Game of the Week*, featuring play-by-plays of leading college gridiron clashes, again will be sponsored Saturday afternoons by the U. S. Army and U. S. Air Force Recruiting Service, starting Oct. 1. Gardner Advertising Co., New York, placed the contract for the games, which will be aired 1:45 p.m. to conclusion.

Thomas' Injuries

LOWELL THOMAS, CBS radio commentator, reported to have broken a leg when thrown by a horse in the Himalaya Mountains near Lhasa, Tibet [BROADCASTING, Sept. 26], suffered merely a bruised thigh and wrenched leg, it was learned last week. The newsman was treated by a British military surgeon and was expected last Wednesday to depart soon on a 16-day litter journey out of Tibet.

TONY LANE's Airlane Trio cut its 161st Lang-Worth transcription series last week.

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Production

PAT MURPHY, formerly of ABC Chicago production staff, joins NBC's Central Div. program staff as production-director. He replaces MELVIN WAMBOLDT, recently transferred to NBC New York. Mr. Murphy was a radio actor in Chicago for several years before the war.

TED POLLACK appointed chief copywriter for WLAN Lancaster, Pa. He formerly was on faculty of National Academy of Broadcasting in Washington and was also chief copywriter at WEED Rocky Mount, N. C.

JACK GUINAN, veteran of 13 years experience as staff and sports announcer at WGBI Scranton, Pa., WCAU Philadelphia, WGR Buffalo and WJTN Jamestown, N. Y., joins WSCR Scranton as production manager.

JOHN MAGNUS, former announcer at WICC Bridgeport and WRNB New Britain, both Conn., joins WWRL Woodside, L. I.

KEN MUDGETT, formerly of WSYB Rutland, Vt., joins announcing and continuity staff of WTWN St. Johnsbury, Vt.

SAMUEL BRUCE PETTEWAY, announcer-engineer for WJAY Mullins, S. C., Oct. 5 becomes program director for WFTC Kinston, N. C.

BOB QUINN, formerly program director of WKBZ Muskegon, Mich., joins announcing staff of KCRG KCRK (FM) Cedar Rapids, Iowa.

TED McKAY, former program director and announcer for Midwest Network and WCSI (FM) Columbus, Ind., becomes staff announcer and disc jockey for WKNA-AM-FM Charleston, W. Va.

EDWARD L. McMAHON, recent graduate of Catholic U.'s dramatic institute, joins WCAU-TV Philadelphia program department.

LOUIS LEWYN, former movie film producer, joins KLAC-TV Los Angeles as production supervisor.

RICHARD GOTTLIEB joins research staff of NBC *This Is Your Life*.

MARION SEXTON, former Mary Lee Taylor alternate, and director of women's activities for WOL Washington, appointed director of women's activities for WTAD Quincy, Ill.

GLEN JAMIESON, formerly of CKMO Vancouver, joins announcing staff of CKOV Kelowna, B. C.

BOB GRANT joins announcing staff at WBBM Chicago after working at WOAK (FM) and WXRT (FM), both Chicago.

HOWARD E. MACKEY, formerly announcer with WELL Battle Creek, Mich., and more recently with WKRS Waukegan, Ill., joins announcing staff of KHMO Hannibal, Mo.

BERNARD HERRMANN, permanent conductor of CBS Symphony, re-signed for three year term in his present post. He will sail for England at conclusion of the CBS symphony's 1949 Sunday concert series Oct. 9, to conduct six concerts of BBC symphony in London in series of broadcasts featuring American music.

TOM MOORE, who resigned recently as m.c. of ABC's *Ladies Be Seated*, is featured in new *Ladies Fair*, on Mutual from Chicago, five times weekly, 1:30-2 p.m.

DICK LIESENDAHL, director of remotes at WBKB (TV) Chicago for three years, joins WGN-TV Chicago as a director on remote crew.

RED BLANCHARD, former disc jockey for KPRO Riverside, Calif., becomes program director for station.

PATRICK H. CRAFTON, former program director for WEWS-TV Cleveland and later chief producer for KRON-TV San Francisco, appointed program director of KRON-TV.

CHARLES BAXTER, announcer for WTOL Toledo, Ohio, and Ann Haney have announced their marriage.

DAVID E. BIGLEY, program director of WJOI Florence, Ala., appointed Lauderdale county commander of American Cancer Society.

H. M. BEVILLE JR., NBC research director, will speak on "The True Dimensions of the Radio and Television Audience" Oct. 26 at eighth annual luncheon of Pulse Inc., to be held at Biltmore Hotel, New Work.

BONNIE PRITCHETT, actress and receptionist at WGN Chicago, and John McGowan have announced their marriage.

HARVEY OLSON, program manager of WDRC Hartford, Conn., is author of article on treatment of tuberculosis appearing in Hartford *Courant*.

BILL LEONARD of *This Is New York* show on WCBS New York, is the father of a boy, Nicholas Dacre.

DICK NEEDING, announcer at WWRL Woodside, L. I., and Lillian Saunders have announced their marriage. Mr. Needing plans to resign from WWRL to rejoin announcing staff of WKNY Kingston, Ky.

BILL HART, WCAU Philadelphia staff announcer and conductor of WCAU-TV's *On Chestnut Street* show, is the father of a boy, William, 3d.

IRA MARION, ABC script writer, is the father of a boy, Kenneth Philip.

ABC EXPANDS

West Coast Operations

EMPHASIZING the importance of Hollywood in ABC operations, two new appointments have been announced by Robert E. Kintner, network executive vice president.

Richard A. Moore has been named assistant general manager and director of television operations and Ernest Felix assistant treasurer of the Western Div. Both report to Frank Samuels, western vice president.

In making the appointments, Mr. Kintner said, "The West Coast, because of business and industry as well as program talent, is of major importance to ABC, and, therefore, demands increased executive personnel."

Mr. Moore joined the network as an attorney after separation from the Army where he served in the rank of captain in military intelligence. He has been active in television as budget officer and administrative assistant since April of this year. For several months he has been assisting in the establishment of KGO-TV San Francisco and KECA-TV Hollywood.

Mr. Moore

Mr. Felix

Mr. Felix entered radio in 1928 as auditor of KFRC San Francisco. In 1937 he became auditor and personnel manager of the combined KFI-KECA station operations in Los Angeles. Next he joined ABC western division in August 1944 as auditor.

NBS Report

NATIONAL BUREAU of Standards has published a summary of its 1948 activities in electronics, radio propagation and other fields in a 272-page illustrated booklet now available at the U. S. Government Printing Office. Activities were covered by 14 divisions comprising nearly 100 sections within the bureau. Annual report contains 39 half-tone illustrations and costs 25c a copy.

CITIZENSHIP award goes to Victor C. Diehm (r), general manager of WAZL Hazleton, Pa., for outstanding civic work and promotion of the city of Hazleton. Award was first to be made by the Hazleton American Legion Post. With Mr. Diehm is another award recipient, Mrs. Frank Correale, for donating a portable iron lung to the city.

MASON APPOINTMENT

Awaits Senate Approval

PRESIDENT TRUMAN's reappointment of Lowell B. Mason as commissioner on Federal Trade Commission for a full seven-year tenure was received by the Senate last Monday and referred to the Senate Interstate & Foreign Commerce Committee.

Spokesmen said the committee had set no date for a hearing but observers felt that opposition to Mr. Mason's reappointment was nominal. Mr. Mason's term expired Sept. 25. Under FTC's rules a commissioner may serve beyond expiration of his term. Comr. Mason also has been serving as acting chairman of the Commission. John Carson, FTC's newest member, took the oath of office last Wednesday from Supreme Court Justice Hugo L. Black [BROADCASTING, Sept. 26].

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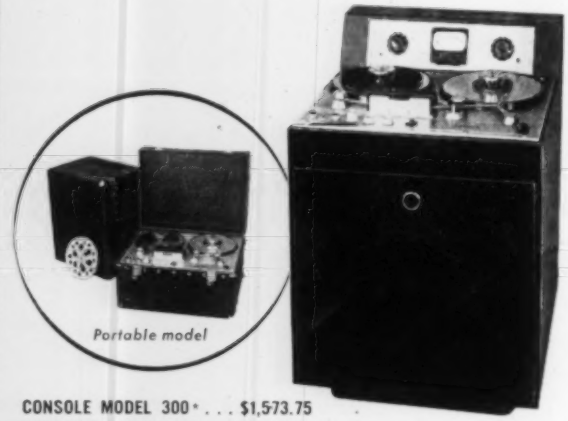

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ACTIONS OF THE FCC

SEPTEMBER 23 to SEPTEMBER 30

CP-construction permit **ant.-antenna** **cond.-conditional**
DA-directional antenna **D-day** **LS-local sunset**
ERP-effective radiated power **N-night** **mod.-modification**
STL-studio-transmitter link **aur.-aural** **trans.-transmitter**
synch. amp.-synchronous amplifier **vis.-visual** **unl.-unlimited hours**
STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 23 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

WJMR New Orleans—CP change from 990 kc 250 w D to 1450 kc 250 w unl. AMENDED to change name from Supreme Bcstg. System Inc.

AM—590 kc

KUGN Eugene, Ore.—CP change from 1400 kc 250 w unl. to 590 kc 1 kw unl. DA-N.

AM—980 kc

WFHG Bristol, Va.—CP change from 860 kc 1 kw D to 980 kc 1 kw unl. DA-N.

License Renewal

Following stations filed applications for license renewal: WNOP Newport, Ky.; WLAW Lawrence, Mass.; KVNJ Fargo, N. D.; KSEO Durant, Okla.; WSVS Crewe, Va.; WPIC-FM Sharon, Pa.

FM—98.9 mc

WKBZ-FM Muskegon, Mich.—CP change from 106.5 mc to 98.9 mc.

Modification of CP

WROV-FM Roanoke, Va.—Mod. CP new FM station for extension of completion date.

License for CP

KING-TV Seattle, Wash.—License to cover CP new commercial TV station, Channel 5 (76-82 mc), ERP vis. 18.52 kw, aur. 9.61 kw.

APPLICATION DISMISSED

WVLK Versailles, Ky. — Bluegrass Bcstg. Co. Inc. DISMISSED request for transfer of control from N. E. Berry et al to Scripps-Howard Radio Inc.

WKAX Birmingham, Ala.—Courier Bcstg. Service Inc. DISMISSED request for assignment of license from Courier Bcstg. Service Inc. to Standard Bcstg. Co. Inc.

September 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWBB Wichita, Kan.—Mod. CP new AM station for extension of completion date.

WOI-TV Ames, Iowa—Mod. CP new TV station change ERP from vis. 13 kw, aur. 10.4 kw to vis. 15.7 kw, aur. 7.85 kw.

Following TV stations asked mod. CPs for extension of completion deadlines to dates shown: KRON-TV San Francisco, to 1-3-50; WNBQ Chicago, to 1-20-50; WTVN Columbus, Ohio, to 11-15-49; WLAV-TV Grand Rapids, Mich., to 1-15-50; WJAC-TV Johnstown, Pa., to 1-30-50.

APPLICATION DISMISSED

Radio Fitchburg Inc., Fitchburg, Mass.—DISMISSED Sept. 22 application for CP new AM station 1280 kc 1 kw unl. DA.

September 27 Decisions . . .

BY THE SECRETARY

KXGI Fort Madison, Iowa—Granted voluntary assignment of license from A. Orrie Carson to Carson Radio Inc.

WHOS Decatur, Ala.—Granted involuntary assignment of license to Claudia E. Kinney, adminstratrix of estate of H. H. Kinney, deceased, and D. T. Kinney, d/b as North Alabama Bcstg. Co.

KUTA Salt Lake City—Granted license install old main trans. for aux.

WTXL West Springfield, Mass.—Granted license for new standard station 1490 kc 250 w unl.

KBRS Springdale, Ark.—Same for 1340 kc 250 w unl.

KICD Spencer, Iowa—Granted license install new trans.

WKBS Oyster Bay, N. Y.—Granted license change studio location.

WBET Brockton, Mass.—Granted license increase power etc.

Lacy-Potter Television Bcstg. Co., Area Dallas, Tex.—Granted voluntary assignment of CP for KA-3991 to Tom Potter d/b as Potter Television Bcstg. Co.

WOHS Shelby, N. C.—Granted CP install new trans.

Bamberger Bcstg. Service Inc., Area New York—Granted CP and license for new exp. TV station KA-4226.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Granted CP for new remote pickup KA-4227.

KWCR Cedar Rapids, Iowa—Granted mod. CP make changes in ground system and overall height of ant.

WTJH East Point, Ga.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

WSLN Fort Lauderdale, Fla.—Granted mod. CP for approval of ant. and trans. location.

KMJ-FM Fresno, Calif. — Granted mod. CP for extension of completion date to 10-10-49.

KTXC Big Spring, Tex.—Granted license new standard station 1400 kc 100 w unl.

WNLK Norwalk, Conn.—Granted license change hours etc.

WANS Anderson, S. C.—Granted license new standard station 1280 kc 1 kw D.

KOFO Ottawa, Kan.—Granted mod. CP make changes in trans. and change studio location.

WHO Des Moines—Granted mod. CP install new vertical ant. mount FM ant. on top AM tower and change trans. location, to install new trans. and make changes in vertical ant.

KTED Laguna Beach, Calif.—Granted mod. CP for extension of completion date to 1-14-50.

KSDO San Diego, Calif.—Granted mod. CP for extension of completion date to 1-15-50.

KWTX Waco, Tex.—Granted involuntary transfer of control of 250 shares common stock from Beauford H. Jester, deceased, to Mable B. Jester, executrix of estate.

WCBA Corning, N. Y.—Granted license new standard station and specify studio location; 1350 kc 1 kw D.

(Continued on page 74)

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FCC Actions

(Continued from page 72)

Decisions Cont.:

WOLS Florence, S. C.—Granted license install. new trans. make change in vertical ant. change trans. location and mount FM ant. on AM tower.

WINX Washington, D. C.—Granted license install new main trans. and two synch. amps. to be operated with main trans.

Banks Independent Bcstg. Co., Garden City, Va.—Granted license new developmental station KG2XCK.

Gulf Coast Bcstg. Co., Area Corpus Christi, Tex.—Granted license for new remote pickup KA-3834.

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted license new remote pickup WWA-221.

KMAN Manhattan, Kan.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WLAA Columbus, Ga.—Granted mod. CP change trans. location.

KWAT Watertown, S. D.—Granted mod. CP change type trans.

KPET Lamesa, Tex.—Granted mod. license change main studio location.

WJCD Seymour, Ind.—Granted mod. CP for extension of completion date to 10-18-49.

American Colonial Bcstg. Corp., Area Arecibo, P. R.—Granted mod. CP relay WKVN for extension of completion date to 12-15-49.

WFHG Bristol, Va.—Granted assignment of license from Bristol Bcstg. Co. to Bristol Bcstg. Co. Inc.

WLRD Miami Beach, Fla.—Granted license new FM station Chan. 230 (93.9 mc) 13 kw, 172 ft.

American Bcstg. Co. Inc., Area Los Angeles—Granted license new exp. TV relay KA-4180.

Auburn Pub. Co., Auburn, N. Y.—Granted license for new STL KEA-59.

Unity Bcstg. Corp. of Tenn., Chattanooga—Same for KIA-96.

White Rose Bcstg. Co., York Pa.—Same for K6A-99.

WGWR Asheboro, N. C.—Granted CP

Booklet Gives New Information on Food Outlets in Midwest

Agencies with food accounts and manufacturers of grocery-store-sold products will be interested in some new figures on the Midwestern market, just released by radio station WLS, Chicago. These figures appear in a new sales presentation for WLS Feature Foods, the 15-year-old women's participation program conducted by Martha Crane and Helen Joyce.

Included are population and food store sales by wholesale areas, the division of trade between chains and independents; the number of chain units and who they are.

The booklet also shows what it takes to make a grocer stock and push a product, explains the continuing merchandising calls on 1250 grocers; regular reports on Feature Foods advertised products as compared with competitors' and how advertisers use the reports.

Everyone with a product sold in Midwestern grocery stores should see this booklet. Just write WLS . . . or ask your John Blair man.

WLS

Chicago 7

Represented by John Blair & Company

FCC Corrections

ON REPORT of Sept. 22 re issuance of CP for WNOE New Orleans, assignment should be for 1060 kc 50 kw D. 5 kw N, DA-N unl.

mount FM ant. on top of AM tower.

Baptist General Convention of Texas, Dallas—Granted new STL K6A-97.

Following were granted mod. CPs for extension of completion dates as shown: KOB-TV Albuquerque to 1-1-50; WLAA Columbus, Ga., to 12-1-49; WMIT Charlotte, N. C., to 4-14-50; WTCN-FM Minneapolis, to 4-5-50; KFVS-FM Cape Girardeau, Mo., to 3-25-50; WHFM Rochester, N. Y., to 11-1-49; WGBS-FM Miami, Fla., to 4-12-50; KBMA Beaumont, Tex., to 2-15-50 on cond. construction be completed or interim operation provided by that date.

KVON Napa, Calif.—Granted assignment of license from partnership to newly formed corporation, Napa Bcstg. Co.: outstanding capital stock, except for 2 sh. of common, will be issued to assignor partners in same proportion as actual investment in partnership. No monetary consideration.

WRSW Warsaw, Ind.—Granted license new FM station Chan. 297, (107.3 mc) 36 kw, 230 ft.

KGLO-FM Mason City, Iowa—Granted license new FM station Chan. 266 (101.1 mc) 16 kw, 230 ft.

WDET-FM Detroit—Granted license new FM station Chan. 270 (101.9 mc) 52 kw 320 ft.

Pacific Video Pioneers, Area Signal Hill, Calif.—Granted CP KM2XAZ for change of power to vis. 200 w, aur. 100 w and change trans.

National Bcstg. Co. Inc., Washington, D. C.—Granted CP new exp. TV station K62XCL.

KLMX Clayton, N. M.—Granted mod. CP for approval of ant. and trans. location.

WKNE Keene, N. H.—Granted mod. CP for extension of completion date to 3-19-50.

WPAW Pawtucket, R. I. — Granted mod. CP for extension of completion date to 12-30-49.

ACTIONS ON MOTIONS

(By Commissioner Webster)

Allen B. DuMont Labs Inc., American Telephone and Telegraph Co. et al—Upon motion, Commission extended to Oct. 17 time for filing exceptions to proposed report in matter of charges and regulations for television transmission services and facilities.

WGBS Miami, Fla.—Granted petition to dismiss without prejudice its application.

El Camino Bcstg. Co., San Fernando, Calif.—Same.

FCC General Counsel—Granted petition for extension of time to Nov. 21 in which to file exceptions to initial decision in matter of Shelby Bcstg. Co., Center, Tex.

Suburban Bcstg. Corp., New Rochelle, N. Y.—Granted petition to dismiss application.

FCC General Counsel—Granted petition for extension of time to Oct. 3 in which to file exceptions to initial decision in re application of WMEX Boston.

FCC General Counsel—Granted petition for extension of time to Oct. 4 in which to file reply and opposition to exceptions to initial decision in re application of WRTV New Orleans.

(By Examiner Blume)

Charles Wilbur Lamar Jr., et al, Morgan City, La.—Continued consolidated hearing from Oct. 3 to Oct. 4 in New Orleans.

Supreme Bcstg. Co. Inc., New Orleans—Granted petition for leave to amend application to specify new and revised program data.

(By Examiner Cunningham)

FCC General Counsel—Granted petition for continuance of hearing from Sept. 26 to Nov. 28 at Albuquerque, in matter of petition of John J. Dempsey v. Albuquerque Bcstg. Co. (KOB).

(By Examiner Litvin)

Chet L. Gonce (Assignee), Station KXXL (Assignor) Reno, Nev.—Granted petition of assignee-applicant to accept late filing of petitioner's written appearance re application for assignment of license of KXXL.

(By Examiner Cooper)

Lakeland Bcstg. Corp., Wausau, Wis.—Granted motion for continuance of further hearing now scheduled Sept. 29 in Washington, in re its application and that of John R. Tomek, and hearing was indefinitely continued.

(By Examiner Johnson)

WTJS Jackson, Tenn.—Granted petition for leave to amend its application to correct small error in computation of horizontal plane pattern; amendment was accepted, associated with application and the record closed.

Terrell Broadcast Corp., Terrell, Texas—Granted petition for indefinite continuance of hearing presently scheduled Sept. 26 in re application.

September 27 Applications . . .

ACCEPTED FOR FILING

License for CP

KPHO Phoenix—License to cover CP change frequency etc.

KVOB-FM Alexandria, La.—License to cover CP new FM station.

WRR-FM Dallas, Tex.—Same.

License Renewal

WEXL-FM Royal Oak, Mich.—License renewal.

Modification of CP

KFUO-FM Clayton, Mo.—Mod. CP new FM station for extension of completion date.

WGAL-FM Lancaster, Pa.—Same.

WWJ-TV Detroit—Mod. CP change ERP from vis. 17.1 kw, aur. 17.7 kw to vis. 100 kw, aur. 50 kw.

APPLICATIONS RETURNED

KALC Alamosa, Col.—RETURNED Sept. 23 application for mod. CP new AM station for extension of completion date.

KELT Electra, Tex. — RETURNED Sept. 23 application for assignment of CP from C. C. Elkins Jr. and Bill Frank d/b as Oil City Bcstg. Co. to Oil City Bcstg. Co.

September 28 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KINE Kingsville, Tex.—Involuntary assignment of license from Jack Henry Kidd Jr., deceased, to Josephine Pate Kidd, executrix of estate.

License for CP

KCUL Fort Worth, Tex.—License to cover CP new AM station.

WINA Charlottesville, Va.—Same.

WYVE Wytheville, Va.—Same.

License Renewal

License renewal applications filed by following stations: WKAX Birmingham Ala.; WGY Schenectady, N. Y.; KSVC Richfield, Utah; KUOA-FM Siloam Springs, Ark.; WFMF (FM) Chicago; KFOR-FM Lincoln, Neb.

CP to Reinstate CP

KXOA-FM Sacramento, Calif.—CP to reinstate CP new FM station which expired 8-15-49.

KCON (FM) Atlantic, Iowa—Same.

Modification of CP

KBIG-FM Des Moines—Mod. CP new FM station for extension of completion date.

KAKC-FM Tulsa, Okla.—Same.

WARD-FM Johnstown, Pa.—Same.

WIZZ (FM) Wilkes-Barre, Pa.—Same.

WCBS-TV New York—Mod. CP change power for extension of completion date to 1-10-50.

KFMB-TV San Diego, Calif.—Mod. CP new commercial TV station for extension of completion date to 5-1-50.

License for CP

WCTW (FM) New Castle, Ind.—License to cover CP changes in existing station.

TENDERED FOR FILING

SSA—1410 kc

WDOV Dover, Del.—SSA to operate from sunset to 10 p.m. EST on 1410 kc with 1 kw for 6 mo.

AM—680 kc

WIKY Evansville, Ind.—CP change from 820 kc 250 w D to 680 kc 250 w unl. DA-DN.

Assignment of License

WIPR Santurce, P. R.—Assignment of license from Puerto Rico Communications Authority to Dept. of Education of Puerto Rico.

APPLICATION DISMISSED

W. L. Brandon, E. K. Porter and O. A. Tedrick d/b as Butler County Bcstg. Co., Popular Bluff, Mo.—DISMISSED Sept. 26 application for CP new AM station 930 kc 1 kw D.

APPLICATIONS RETURNED

Glenn Terry, Watt W. Winn, Warren E. Massey and Dave C. Edwards d/b as Lubbock Television Co., Lubbock, Tex.—RETURNED Sept. 27 application for new commercial TV station, Channel 6 (82-88 mc), ERP vis. 1.95 kw, aur. 0.97 kw, ant. 376 ft.

Glenn Terry, Watt W. Winn, Warren E. Massey and Dave C. Edwards d/b as Amarillo Television Co., Amarillo, Tex.—RETURNED Sept. 27 application for new commercial TV station, Channel 5 (76-82 mc), ERP vis. 1.95 kw, aur. 0.97 kw, ant. 442 ft.

(Continued on page 80)

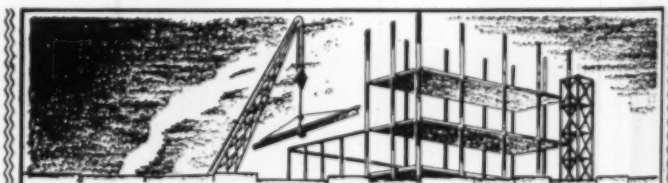
OLD TIMER

WWJ-Tyson Team 26 Years

WHEN the familiar voice of Edwin Lloyd (Ty) Tyson sent his "Good afternoon, football fans, this is Ty Tyson, coming to you from Ann Arbor" in the WWJ Detroit microphone Sept. 13, it marked one of the oldest sports relationships in the history of radio. The kick-off of the Michigan-Michigan State game began the 26th consecutive year that Ty Tyson and WWJ have brought the U. of Michigan games to midwest fans.

The luxuries of the modern broadcasting booths are a source of great joy to Mr. Tyson, who points out that when he began broadcasting the Michigan games in 1924, he had to sit in the stands, with the rain and snow—and the fans—in his hair. Now he holds forth in the glass enclosed broadcasting booth atop the 97,000-fan stadium, with his play-by-play report going out on both AM and FM.

Mr. Tyson's sportscasting is not confined to the football field. He also broadcast the home games of the Detroit Tigers for almost 20 years, including two years as World Series announcer when the Tigers won the American League pennant in 1934-35. In addition, he has conducted man-on-the-street programs, and other shows.



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IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Milestones

FIRST anniversary of WDOD Chattanooga's weekday women's program, *Party Line*, sponsored by Pioneer Bank of that city, was celebrated last month. Participating in cake-cutting ceremonies are (l to r) Norman Thomas, WDOD co-owner; Women's Commentator Drue Smith; Bryan J. Bush, commercial manager, and George Clark, president of Pioneer Bank. Over 400 guests have appeared on the show in the past year, during which Miss Smith has chosen 52 "Women of the Week" [BROADCASTING, June 13].

* * *

► WMAL-TV Washington today celebrates completion of two years on the air. Station was among the first in the country to announce a seven night a week schedule and make extensive use of films.

► Ten years of telecasting U. of Pennsylvania football games was observed with telecast of U. of Penn.-Dartmouth game Oct. 1 by WPTZ (TV) Philadelphia.

► Jack Mangan last week celebrated the 100th broadcast of his *Ship's Reporter* program on WJZ-TV New York.

► Fifteenth anniversary of the *Esso Reporter* newscasts on WJZ New York will occur on Oct. 7.

► Creighton Stewart has started his sixth year as conductor of WCAU Philadelphia's *For Women Only* broadcasts, daily at 11:30 a.m. and 3:30 p.m.

► Larry Lazarus has completed 20 years as a staff member of CBS. Head of the accounting department at WBBM Chicago since 1945, he formerly worked at CBS-New York.

► Tenth anniversary broadcast of national award-winning weekly safety education program, *So It Can't Happen To You*, was aired fortnight ago over KXOK St. Louis. Show started as experiment with Sgt. Roland J. Schumacher of Traffic Education Div. of St. Louis Police Dept. as conductor. Program's success made station decide to incorporate it as regular feature. Mr. Schumacher, now a lieutenant, is still with show.

►KXOK St. Louis celebrated its 11th year of broadcasting service Sept. 19. Station first went on the air with 1 kw on 1250 kc. In 1940, power was increased to 5 kw and frequency changed to 630 kc. Station has installed facsimile equipment at U. of Missouri School of Journalism and more than doubled its personnel since its opening.

► First anniversary of *Mark Adams* program over WWJ Detroit was observed Sept. 27.

► Pat Bishop, KFI Los Angeles newscaster, has celebrated his 15th anniversary with the station. During this time Mr. Bishop has broadcast from five to eight newscasts daily.

BEN PARK

Forms Documentary Firm

FORMATION of the Documentary Co., a radio package, producing and consulting service, was announced in Chicago Tuesday by Ben Park, producer of *It's Your Life* and the original producer of *Report Uncensored*. Both of the shows were prize-winning documentaries.

Mr. Park said his new concern will deal primarily with radio and television shows based on "real-life" subject matter. Packages now are available for both radio and television, he said.

It's Your Life, produced by Mr. Park for the Chicago Industrial Health Assn., is an example of the type of show the new concern will handle, he added. This show deals with health problems which are reported by the people themselves on tape. The series has been aired on WMAQ Chicago, under sponsorship of Johnson and Johnson medical supplies firm, for the past year. Done Herbert, co-producer and interviewer of *It's Your Life*, has been named executive producer for the documentary company, and John Leonard, tape editor of *It's Your Life*, will be a writer-producer.

Lyman to DuMont

F. A. LYMAN, former advertising promotional manager of Leo Meyberg Co., Los Angeles, has been appointed assistant national sales manager of the Allen B. DuMont Laboratories receiver sales division. Mr. Lyman will assist Walter L. Stickel, national sales manager, concentrating on aiding distributors and dealers with their merchandising activities and problems.

RADIO SCHOOL

Sioux Falls Outlets Teach

PRACTICAL radio will be taught this year at South Dakota State College and the U. of South Dakota in a joint undertaking with the cooperation of the four Sioux Falls, S. D., stations—KSOO KELO KIHO KISD.

The stations will send their key personnel to the schools to conduct classes in the various phases of radio. Opening class, concentrating on radio management and sales, will be at South Dakota State on Oct. 5. The same course will be taught at the U. of South Dakota during the second semester beginning in January.

Courses in radio instruction were set up by Alphus Christiansen and Mrs. Glen Avery, of the Speech Dept. at South Dakota College. Orrin Melton, KSOO news director, acts in an advisory capacity and represents the Sioux Falls stations.

WSAM CHANGES

Picard Named Sales Mgr.

WSAM-AM-FM Saginaw, Mich., has announced the appointment of Vincent Picard as sales manager replacing Robert W. Phillips who has resigned on doctor's recommendation. Mr. Picard has been on the WSAM sales staff and formerly was with Cooter Brokerage and R. J. Reynolds Tobacco Co.

Other WSAM changes include resignation of Jack D. Parker, program director for the past two years; and addition of Dan Lutzeier of Detroit to the sales staff.

TIME HAVOC

Standard Shift Hits Seattle

THE WEEK of Sept. 25-Oct. 1 was a rough one for Seattle's stations, schedule-wise. While the rest of the nation returned to Standard Time at 2 a.m. Sunday, Sept. 25, (portions of Washington State had done so even earlier, while other communities never left it), Seattle remained on Daylight Saving Time until Oct. 1.

The resulting inconvenience to travelers and others affected by two conflicting time-zones was as nothing compared with the difficulties of broadcasters in Seattle's "island" of Daylight Time. Aside from the network-affiliates' special problems of scheduling programs coming from the East or from California, all stations had to watch time announcements and program plugs concerning shows set for later in the day.

Some grasped both horns of the dilemma by announcing both standard and Daylight times; others stuck by the Seattle clock and hoped for the best. The situation resulted from a voters' mandate in last year's election.

SECOND series of new RCA Victor Bluebird releases feature Ralph Flanagan, Ella Logan, Cab Calloway, the Main Street String Band and Jesse Rogers.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

I'M THROWING RICE AT THE GIRL I LOVE

On Records: Red Foley—Dec. 46170; Eddy Arnold—Vic. 21-0083; Ray Smith—Col. 20605; Derry Falligant — MGM 10521; Jimmie Dale — Voc. 55022; Billy Lee— Magnolia 1014; Lawrence Welk Mer. 5322.

On Transcriptions: Lawrence Welk—Standard; Chuck Foster—Langworth; Page Cavanaugh Trio—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Station manager to invest $7500 in new Iowa station. Write details. Box 730c, BROADCASTING.

Salesmen

Sales representative. Well-known network station in small New England market has opening. Commission basis. Established accounts. State qualifications. Box 594c, BROADCASTING.

Experienced commercial man for network station in large, fast-growing southwestern city. Ability to sell and maintain large accounts necessary. Splendid opportunity and permanency for right man. Box 674c, BROADCASTING.

Experienced salesman, Texas ABC station. Good territory, requiring good salesman. Permanent. Equitable compensation. Send full sales resume. Box 752c, BROADCASTING.

Wanted — Salesman by progressive southwestern Mutual station. Commercial manager's job open. Salary plus commission. Box 763c, BROADCASTING.

Salesman for 5 kw. Independent. If you are experienced, can sell radio intelligently and have a car, we offer you unlimited possibilities. Send full information to: Allan Curnutt, KJAY, Topeka, Kansas.

Salesman. Real opportunity for aggressive hard working man in progressive market. Drawing account and commissions. State background, references. WGGA, Gainesville, Ga.

Announcers

Disc jockey. Experienced, able to build and hold a well-rated audience. Must have proven past performance in similar capacity. Must have ability, stability and highest character references. Tell your complete story in first letter. Confidential. Box 657c, BROADCASTING.

Announcer. Quality man. Experience necessary. Versatile. No board work. No discs. By audition only. Good starting salary. WHBY, Appleton, Wisc.

Experienced sports announcer, play-by-play in sports-minded community. 1000 watt fulltime independent. By audition only. WKRT, Cortland, N. Y.

Technical

Combination man, first phone. Station near metropolitan area in Virginia. Picture, photo and disc to Box 726c. BROADCASTING.

Wanted — Combination engineer-announcer with emphasis on announcing. Send full particulars in first letter, including salary expected, picture and audition disc. Opportunities for right man. WFKY, Frankfort, Kentucky.

Transmitter operator with or without experience. Starting salary $135.00 monthly plus quarters at transmitter building. Write Station WNCA, Aiken, S. C.

Need 2 engineers immediately for expanded operation or 2 combination men. Contact Manager, WVOP, Vidalia, Georgia. Telephone 327.

Production-Programming, others

News director. The man we want is now holding this position in a medium-sized station, doing an outstanding news job, in a competitive market. He is looking for a chance to better his present status. He must be a first-rate newscaster, thoroughly experienced in compiling and editing local and wire news, and be able to manage a news department. All replies confidential. Box 656c, BROADCASTING.

Situations Wanted

Managerial

Manager, commercial manager experienced in all phases of radio. Also two years of FM only experience. Recently completed nation-wide survey of FM broadcasting. Available immediately. Box 684c, BROADCASTING.

Head of radio advertising agency thoroughly experienced in all types station operation desires station ready to capitalize on his experience to cut down expenses and increase radio audience and sales. Proven sales and program plan. Box 705c, BROADCASTING.

Opportunity wanted to prove my 14 years "through the mill" radio experience qualify me to successfully manage small market station, preferably south or west. Won't set the world on fire overnight. Sober, young, hardworking civic-minded radio man who admits he still has a few things to learn. Will start at minimum figure until you are satisfied with my ability. For details write or wire Box 714c, BROADCASTING.

Manager, commercial manager experienced in all departments. Desire change from present position. Not afraid of competition. Available immediately. Box 685c, BROADCASTING.

Manager, 8 years all phases. Can put or keep your station in black. Excellent references. Box 735c, BROADCASTING.

Station manager, 9 years experience, all phases, available almost immediately. Box 747c, BROADCASTING.

Manager. Heavy on sales and programming. Record of taking two stations out of red. Top references. Know TV. Will take part salary in stock. Permanent situation only. Box 764c, BROADCASTING.

Salesmen

Salesman, six years in broadcasting as engineer. Present chief. College business administration. Aggressive. Desire start in sales. Box 724c, BROADCASTING.

Salesmanager, ten years experience, college degree, successful salesman and salesmanager, radio and television familiar with both network and independent operation. Available immediately. Salary and commission or bonus plan acceptable. Box 744c, BROADCASTING.

Young veteran, aggressive, civic-minded. Good appearance and personality. Have sound business background with proven sales ability. Graduate School of Radio Technique, Radio City. Desires position with growing station. Box 500c, BROADCASTING.

Announcers

For rent—11 sound qualifications, by mature, experienced announcer. Midwest prefered. Box 600c, BROADCASTING.

Staff announcer. Experienced all phases small station operation. Presently employed, midwest. 24, single. College graduate. References. Box 627c, BROADCASTING.

Announcer. College grad, 22, available immediately, anywhere. Disc, photo and references on request. Box 682c, BROADCASTING.

Announcer, 26, single. Want experience. Handle classical music, news etc. Disc, photo available. Box 688c, BROADCASTING.

Will trade letters with midwest stations seeking experienced, mature announcer, now with outstanding 10 kw midwest station, wishing to progress. Box 601c, BROADCASTING.

Announcer-operator. N. J., 250 w. Commercial, Armed Forces experience. Will travel. Box 689c, BROADCASTING.

Situations Wanted (Cont'd)

A-1 experienced morning man for regional to 50 kw station anywhere in United States. College graduate, 27, 9 years experience announcing, programming and selling. Excellent record. Excellent references. Trained and telegenically suitable for television. Seeking advancement. Desire to make change before or shortly after April 1, 1950. Will endeavor to arrange personal interview and audition anywhere east of Mississippi River. If your Hooper's draggin', I'll soon have you braggin'! Box 699c, BROADCASTING.

Announcer, 26, single. Graduate School of Radio Technique. Operate board. Strong on classical music, news. Have car, can sell. Disc, photo. Box 691c, BROADCASTING.

Announcer, experienced all phases. Strong on DJ. Operate console. Good A.M. man. Box 695c, BROADCASTING.

Strong commercial with ability to write, news, sports, DJ, know board, all aspects station routine. Graduate leading announcers school, Radio City, New York. Good voice, imagination. Family, will travel. Box 708c, BROADCASTING.

Staff announcer, 2½ years experience. Minimum salary $60. City 100,000 population upwards. Excellent references. Box 712c, BROADCASTING.

Announcer, experienced all phases. Copy, board, married, 25. Available immediately. Box 713c, BROADCASTING.

Top announcer available for major market station. At least 300 month to start. Talent. Now employed. Folk and pop DJ. News. Narration. Phone quiz. Write Box 715c, BROADCASTING.

Just completed summer replacement, one disc jockey-announcer. Independent and affiliate experience three years. Married, family. Expert console operation. Disc on hand. Prefer personal audition. Extensive knowledge pops and classics. Box 718c, BROADCASTING.

Experienced announcer, salesman. "You tell me your tale I'll tell you mine." Box 720c, BROADCASTING.

Available immediately, thoroughly experienced young announcer; good straight announcing, news, record shows, all type shows, operate console, write copy, single. Disc available. Box 721c, BROADCASTING.

Fifteen years announcing and production. Thirteen years on two stations, two years free lance includes network, transcriptions, television and movies. Extremely high Hoopers. Not stock man but personality. Early morning and participations specialty. Married, strictly sober, dependable. Free lancing tough, must get back to staff to meet heavy obligations. Audition tape, photo and full story on request. No two bit deals or corn ball operations, please. Box 722c, BROADCASTING.

Announcer proficient in variety of programs including play-by-play baseball. Experienced five years in midwest. References excellent. Veteran, unmarried, 26. Box 729c, BROADCASTING.

Announcer, newsman. Write continuity, operate console. DJ ad-lib shows, excellent references. Box 734c, BROADCASTING.

Not hit or miss. Thoroughly experienced man. Left 50 kw staff for managerial opportunity. Station now on block despite 100% revenue increase. Well qualified for top announcing assignment, program director position, news desk or manager. Box 738c, BROADCASTING.

Experienced play-by-play and staff. Presently employed metropolitan New York area station. Desire immediate change. Disc plus top references. Box 739c, BROADCASTING.

Announcer, 27, married, deep well trained voice, 2½ years experience, accent on news and commercials. Can write continuity. College. Box 740c, BROADCASTING.

Announcer, experienced, single, disc jockey. Studio participation shows, writer. Production. Box 745c, BROADCASTING.

Announcer-engineer, experienced in production, continuity, news, network traffic, 9 years radio. All locations considered. Box 748c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, three years. References versatile, congenial, asset to any station. Married, seek permanency. Available immediately. Box 759c, BROADCASTING.

Announcer, presently employed. All sports, also disc and news. References. prefer northeast but will travel. Box 761c, BROADCASTING.

Announcer. Have just left disc jockey program with highest rating major metropolitan area. Proof submitted on request. Must be a major market area and substantial salary. Sports and news. Box 766c, BROADCASTING.

Announcer, football, basketball, special events, army experience. Will travel. Box 767c, BROADCASTING.

Announcer — News, special events staff. 5 years experience. Sound business background. Age 33. Job must pay adequate salary for family man and be permanent. Box 768c, BROADCASTING.

Excellent newsman and staff announcer, easy ad-lib interviews. Extensive experience programming and production, married, degree, desires permanency with future. Box 770c, BROADCASTING.

Announcer, engineer, experienced all phases including play-by-play, sports, news. Sorry no disc available. Box 773c, BROADCASTING.

Announcer of merit, 7 years experience, family man desires permanency and future. Also capable program director if needed. Will give personal interview if possible. Available immediately. Write or wire Announcer, 87-18 175th St., Jamaica, N. Y.

Announcer, four years experience. Special events, sports, DJ and programming. Married, one child. Desire stable position in Pa., N. Y. or New England states. Will not work for beginners salary. Dependable and excellent recommendations. Veteran. Disc and photo on request. Interview within 100 mile radius. Address Ronn Bergen, 1503 Cottage Ave., Bethlehem, Pa.

Attention Wisconsin. Combo man, 18 months training, 6 months experience California, wishes to settle in home state. Married, sober, willing student. Available immediately, will travel. Box 322, Evanston, Ill.

Announcer, limited experience. Radio school graduate. Full particulars, disc and photo on request. Write James Dziuk, 104 S. 7th Street, Duquesne, Penna.

Announcer, young, married, capable, ambitious. Strong on news and commercials, pop or symphonic discs. Will travel, prefer south. Dell Funk, 7544 S. Harper, Chicago 20, Ill.

Announcer, 14 months experience Mutual affiliates. 24, single, operate console. Prefer midwest. Michael Gulla, 5009 Talman Ave., Chicago 32, Ill. Republic 7-5791.

Experienced announcer, 2 years. Full knowledge of control board operations. will travel. Bill Webber, 1199 Hancock St., Brooklyn 21, N. Y.

Announcer wants to move west. Missouri University radio graduate. Newspaper experience. 15 months announcing. Dale Low, 212 Bedford, Moberly, Mo.

Announcers, good early morning men. Top commercial men available. Trained in all-round announcing, writing and production. Pathfinder School of Radio, 1222-A Oak St., Kansas City, Mo. HA-0473.

Technical

Engineer, experienced AM, FM. 27, family man, car. Want permanent job. Go anywhere, prefer midwest. Box 643c, BROADCASTING.

Transmitter engineer—Six years experience AM-FM. Three years studio, three transmitter, remotes. No combo. References, married. Available at once. Box 651c, BROADCASTING.

Engineer presently employed at 250 watt station. Desire permanent position with future. Single, veteran, 23, car. Will travel. Box 663c, BROADCASTING.

XUM

Situations Wanted (Cont'd)

First phone. Six months experience. Would like transmitter position in station under construction. Box 709c, BROADCASTING.

Transmitter engineer first phone license AM or FM employment. Immediately available. Veteran, single, 22, Pennsylvania. Box 710c, Broadcasting.

Eager beaver radio operator 1st phone. Ambitious, conscientious. Available short notice. Desires opportunity AM, FM, TV. Class A ham ticket. Box 716c, BROADCASTING.

Young, first phone, married, ERTI graduate desires transmitter or combination work. Box 719c, BROADCASTING.

First phone, second telegraph. Six years marine and airline experience. Desire broadcast engineer position. Box 723c, BROADCASTING.

Engineer, first phone, second telegraph, class A amateur. Experienced AM and FM transmitters, remotes, recording, installation and directional arrays. $45. week. Available at once. Box 728c, BROADCASTING.

First phone, young, married, reliable. To gain experience major objective. Will consider any location, any phase. Box 731c, BROADCASTING.

Control engineer with 6 months experience. Single, 22, car, free to go anywhere, also have first class license with 6 months experience with remotes, recording and transmitter. Will consider all jobs anywhere. Box 737c, BROADCASTING.

Engineer, 1st phone. Graduate AM-FM-TV, leading technical school, excellent references, have car, will work anywhere. Box 742c, BROADCASTING.

Engineer first phone, graduate leading school, AM-FM-TV, car, willing to travel. Box 743c, BROADCASTING.

Experienced chief engineer-announcer, emphasis on engineering. Also play-by-play football and basketball. Capable, reliable, hard working man wants permanent position in midsouth or southwest. Best references, photo, disc on request. Box 750c, BROADCASTING.

Holder of first class telephone license. Young, vet, married. Any offer will be considered. Box 758c, BROADCASTING.

Engineer, first phone, inexperienced, 22, single, location unimportant, excellent references. Box 760c, BROADCASTING.

Engineer-announcer. First class phone (also class A amateur) and MA in English. Will locate anywhere. No formal experience but capable. Box 762c, BROADCASTING.

College graduate with Degree of Electrical Engineering, first phone license. Single veteran, 23, radar experience. Desire transmitter station work anywhere. Box 772c, BROADCASTING.

Available immediately, salary secondary to good working conditions. Engineer, five years, first class, single without car. Apt. 4, 214 Seymor St., Syracuse, N. Y.

Vet with first phone. Graduate of leading radio school. Have disc. Age 28. Phone 278, Bob Ellinger, 401 College, Winfield, Kansas.

Job seekers—First class license, forty weeks schooling in radio. No experience. Married. Will take job anywhere. Vernon McMullen, Clarinda, Iowa.

College graduate. First phone. Three years console and transmitter experience. Desires broadcasting engineer job in U. S. or Canada. Two dependents. Leon Reamer, WABX, Harrisburg, Penna.

First class phone license. Radio television engineer graduates, E. I. I. One year television and radio service. Married, one child. Desires to enter broadcasting or/and telecasting field. Albert F. Shamie, 3542 Bewick, Detroit 14, Michigan. ED 1-6332 (Phone).

First class phone license. Vet. 25, will travel, have car. James Turner, 6609 Avenue T, Brooklyn 34, N. Y.

Production-Programming, others

University graduate in radio journalism desires opening. Can handle news operation or any part of it. Reporting, editing, rewriting, airing newscasts. Single. Prefer midwest or Pacific northwest. Box 527c, BROADCASTING.

Situations Wanted (Cont'd)

Top newscaster. Age 30. 3 years experience. Particulars on request. Box 565c, BROADCASTING.

Newsman to report, write, broadcast. 250 experience. Journalism degree. Box 581c, BROADCASTING.

Young woman director, college graduate, experienced in fields of dramatics and education, energetic, talented, executive ability, interested in radio or television position. Would consider combining some of the following to gain experience directing, educational program director, receptionist, traffic department. Box 706c, BROADCASTING.

Fed up with ad agency work; want back into creative broadcasting, telecasting. Ten years experience writing, producing, programming. Salary not crucial but pleasant working conditions a must. Box 711c, BROADCASTING.

What do you need? Program director, news editor, copywriter, salesman. Experienced in all phases, married, 28, college degree. Box 739c, BROADCASTING.

College graduate, BA radio, 22, interested in radio acting. Box 741c, BROADCASTING.

Womens program editor. Disc jockey-writer-announcer, transcription on request. Box 746c, BROADCASTING.

Program director, capable, versatile, responsible. Excellent record of employment. Consider any location. Box 749c, BROADCASTING.

Continuity writer, radio school graduate, reliable, energetic, excellent commercial copy. Box 751c, BROADCASTING.

Writer-announcer, AB Swarthmore College, radio work at Northwestern University, acting experience. Desire contact with small progressive station, will go anywhere. Details and disc upon request. Box 756c, BROADCASTING.

Program director—Knows programming, production, administration. Can deliver these plus excellent newscasts and ad-lib interviews. College degree. Experienced rural and metropolitan areas. Wife experienced writing and airing women's programs, traffic. Available October, personal interviews. Box 769c, BROADCASTING.

Young woman, nine years experience general routine all departments. 250 network station. Capable handling office, sales, accounts, correspondence, bookkeeping, payroll, traffic, script. Box 771c, BROADCASTING.

Vocalist - announcer - music librarian, 8 years radio experience. Formally staff vocalist WIND, Chicago, WTMJ, Milwaukee. Any location. Don Pierre, 1338 W. Juneau Ave., Milwaukee, Wisconsin.

Brains at a bargain. Top-shelf copy chief and idea man available at once. Creator and producer of network calibre shows. Experienced all phases. College graduate, top references. Get your words-worth from me. Ernie Simon, 603 Salt Springs Road, Syracuse, N. Y. Phone Syracuse 72-5092.

Television

Managerial

Salesman

Mr. Television Station Manager: You can take advantage of my background and experience, built up over several years in advertising and media. True, I am no youngster. But, I bring to TV a quick eye, quick step, mature judgment, outstanding sales record, valuable contacts many of them among the top retailers in the country. This I offer at a relatively small compensation. I know sales and sales approaches. I know national advertisers and agencies. Box 717c, BROADCASTING.

Production-Programming, others

Producer-director. Over two years experience in network originating station. Studio, remote, film, traffic, network coordination. All sports productions. Ability to train inexperienced personnel. Paying program ideas. Married. College. Present station knows of this ad. Full particulars, references on request. Box 640c, BROADCASTING.

Floor manager or assistant, six months experience Broadway shows on TV. SRT-TV graduate. Box 707c, BROADCASTING.

Situations Wanted (Cont'd)

Writer, producer, fully experienced in all phases of TV wishes position with station or ad agency. Almost 2 years and 250 hours of TV programming as radio-television director of ad agency assures competence. Box 727c, BROADCASTING.

Oh, come on! Some alert program manager must want this budding genius, this promising young director with year's TV and generous background radio and theatre. Glowing recommendations prove he's "got it!". For wise investment write Box 775c, BROADCASTING.

For Sale

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

New Apeco photo copying machine with complete associate equipment. Used once. Cost $175. Best offer takes it. Box 774c, BROADCASTING.

63 A turntable #3856 in 3B cabinet, new, no pick up group. $300. 250 feet 7/8" Andrew #737 coax, new complete with end fittings $230. Used model 30 Gates console, good condition, $450. Used model Y Presto recorder. Good condition, $200. Write KLO, Ogden, Utah.

Brand new Kato light, 1000 watt, AC, light plant. Gates limiting amplifier, model 28-CO. WEEK, Peoria, Illionois.

For sale. A 250 watt RCA transmitter, type 250-K, excellent condition, 2 crystals for 1400 kilocycles operation, 1 GR modulation monitor, excellent condition. Best offer. Contact Welton Roy, WHBQ, Memphis, Tennessee.

Western Electric 250 watt transmitter model 310-B, fair condition. $250.00. Guyed, insulated tower of 5" tubular steel, 120 feet, is yours free if you remove from third-floor roof location and provide adequate insurance to cover removal. WJOB, Hammond, Indiana. Phone Sheffield 8400.

For sale—25 foot extra-heavy IDECO self-supporting tower with top hat. Contact A. James Ebel, Station WMBD, Peoria, Illinois.

For sale—RCA one kw transmitter. Fair condition. Very reasonable. Contact A. James Ebel, Station WMBD, Peoria, Illinois.

For sale; one Western Electric 109A reproducer group, complete with 9A reproducer, $125.00. One Western Electric 9A reproducer, $50.00. One Radio Music Corp. reproducer group complete with universal reproducer, $75.00. One model 910-B dynamic noise suppressor, $300.00. 10,000 ft. #10 bare, soft drawn, copper wire @ $30.00 per cwt. Radio Station WMIX, Mt. Vernon, Illinois.

One 12 X Collins remote amplifier and case. In perfect shape $200.00. Two 551-A Fairchild recording heads newly packed. Like new. $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit 2, Mich.

Wanted to Buy

Stations

Station or CP in Piedmont section of south, price and terms desired. Or share with management arrangement. Box 602c, BROADCASTING.

Would buy at right price broadcasting station located in growing community. Give details including price if you want to make a quick deal. Box 621c, BROADCASTING.

If you are interested in selling your regional or local station I am interested in buying. Price must be fair and full information furnished. Box 765c, BROADCASTING.

Equipment

Six or eight bay FM antenna, used but in good condition with transmission line and isolation network. Price must be right. Wire or write P. O. Box 1006, Atlanta, Ga.

Wanted—Transmitter and studio equipment for 250 watt AM and 1000 watt FM station also self-supporting tower 200' 30 pound wind loading. United Broadcasting Co., 154 East Erie Street, Chicago, Ill.

Employment Service

Looking for a better job? Let experts help you. Apply the professional way with a clever brochure on yourself. Fees reasonable. Personal Services, Box 1448, Bakersfield, California.

Swinging into the new season with more job openings of every type RRR—Radio TV Employment Bureau, Box 413, Philadelphia, Penna.

Help Wanted

Programming

WFTR . . . America's most progressive station has the position of program director open due to advancements within staff. Must have first class ticket. Send all replies to Earl C. Pace, General Manager, WFTR, Front Royal, Va.

Situations Wanted

Managerial

Michigan * Indiana * Ohio

MANAGER plus TOP SALESMEN plus INVESTMENT

MANAGER—EMPLOYED BY YOU OR NOT—YOU WILL ENJOY INTERVIEW.
SALESMEN—TRAINED BY ME FOR HARD HITTING POST WAR SALES.
INVESTMENT * UP TO $25,000.00

BOX 732c, BROADCASTING

Announcers

MY TEN YEAR SPORTSCASTING BACKGROUND IS BEING WASTED

Present employers dropping local sports, so I'd like a new job with sports-minded station with TV prospects. Network AM and TV play-by-play experience, all sports including major league baseball. Excellent news and special events background. Established reputation, finest references.

BOX 725c, BROADCASTING

Production-Programming, others

ITCHING TO SWITCH
To station with reputation
for plenty of pep and polish. Now employed as copy chief and woman's program director at 1000 watt station. Young, smart, good-looking. Excellent worker. Easy to get along with.
BOX 733c, BROADCASTING

For Sale

Stations

TEXAS

the finest small radio station in the Lone Star State is for sale.

250 WATTS

see it . . . listen to it . . . you'll agree it's a model operation.

100,000 POPULATION

is the figure for its trade territory.

Write Box 680c, Broadcasting

(Continued on next page)

XUM

ANA CONVENTION

Radio-TV Session Planned

CURRENT questions of radio and television will be discussed Oct. 11 at New York's Waldorf Astoria when Assn. of National Advertisers Inc., holds its 40th annual meeting.

Conclave will run Oct. 10-12. Howard Chapin, advertising director of General Foods Corp., is Program Committee chairman. Joseph Allen of Bristol-Myers is chairman of the Radio-Television session.

WEEKLY newspaper, *Mid-Town Scoop*, with news, features and other information about radio and TV, begins distribution in Philadelphia area Oct. 13.

Help Wanted

Technical

Licensed broadcast technicians by Chicago station. Experience not necessary but desirable. Permanent employment. Paid vacations. Minimum starting salary $65.00 per week. More to experienced men. Union affiliation not required. State qualifications fully. Apply Box 776c, BROADCASTING.

Wanted—First class engineers-operator-announcer for new station in the south. Send photo, complete information, experience, education, picture, disc, references, salary expected. Application confidential.

BOX 777c, BROADCASTING.

Wanted to Buy

Stations

WOULD BUY AT THE RIGHT PRICE
IN PHILADELPHIA
FM BROADCASTING STATION
IF YOU WANT TO MAKE A QUICK DEAL
GIVE DETAILS, INCLUDING PRICE
WRITE OR WIRE
BOX 757c, BROADCASTING

Miscellaneous

TRANSMITTING
TUBES REPAIRED
Lewis and Kaufman, Inc.
Box 337, Los Gatos, Calif.

CROSLEY CONTEST

175 Stations Will Each Carry 40 Spots

APPROXIMATELY 175 stations in 105 cities throughout the country will carry 40 announcements of the Crosley contest in a three-week period starting Oct. 16. Sponsored by the Crosley Division of Avco Mfg. Corp., through Benton & Bowles, New York, the spots will inform the public of a $2,000,000 contest which AVCO officials called "the world's biggest giveaway."

Contest was announced Wednesday by W. A. Blees, AVCO vice president and Crosley general sales manager, at a news preview of the company's 1950 line of radio and video sets, refrigerators and other kitchen equipment, at the Commodore Hotel, New York. The new models will go on sale Oct. 15, he said, and the contest will start on the date, continuing through Nov. 30. Some 6500 dealers are participating with the company in the contest, he explained, boosting the total awards to more than $2,000,000, chiefly in merchandise.

Crosley will back up the fall campaign with a $1,500,000 advertising and promotion campaign, Mr. Blees declared. This money will be divided roughly into three parts, for contest promotion, for the new Shelvador refrigerators and for the 1950 TV sets, it was explained. Transcribed spots promoting the contest and the Crosley products are being made available to dealers for cooperative advertising. Mr. Blees estimated that the combined company and dealer advertising expenditure would total between $2 and $3 million for the fall campaign, bringing the year's total advertising for the Crosley line to $10 million. In 1950 the combined company and dealer promotion and advertising should total $12 to $14 million, he stated.

Crosley is sponsoring two network TV programs this fall, *Who Said That?* on NBC-TV and *Inside Show Business* on CBS-TV, in addition to its radio spot campaign.

Declaring that "Crosley now has more complete product lines than any other manufacturer specializing in the appliance field," John W. Craig, AVCO vice president and general manager of the Crosley Division, said that this major expansion is based on "confidence in our ability and in the outlook for the future business economy of the country. We foresee continued prosperity for the American public—and by public I mean all the millions of purchasers, of practically all economic levels, who buy the goods and services offered by American business."

In addition to the major appliance expansion, Crosley now has one of the most complete TV receiver lines in the industry, Mr. Craig said. He added: "And this line, too, is slated for future growth. We are developing new models to increase still further our ability to provide an appropriate model for every purchaser in picture tube sizes, cabinet styles and combinations with radio and phonograph services.

"Although still young, the television industry has demonstrated its vigor by the way sales have again started to skyrocket with the opening of the fall season. Television receiver sales are climbing rapidly in all areas served by TV stations and the industry now possesses greater stability and strength than ever before.

"Our retail sales outlets are also encouraged by the fact that the public is beginning to learn the true situation with regard to UHF television and color television. Retail sales experiences are now indicating, with few exceptions, that prospective purchasers realize that UHF and color are by no means" just around the corner", and that when they do come, there will be inexpensive adapters for attachment to present receivers, so that any fear of set obsolescence is groundless. To those who are still waiting, dealers can only say that they are needlessly denying themselves and their families years of television entertainment in their homes."

Allied's Actor

IT'S a switch when an advertising agency man becomes talent instead of buying talent. Several months ago Bill Welsh, general manager of Allied Adv., Los Angeles, began doing an interview show as well as sports via KTLA (TV) in that city. As a result, he was approached by an agent who had seen him on TV. The agent said he thought he could do something for Mr. Welsh and he has. Bill Welsh will be seen as an actor when Warner Bros. releases its *After Nightfall.*

ROBERT C. ADAIR (r), president South Shore Broadcasting Corp., a Mayor Vernon Anderson of Ha mond, Ind., scan blueprint of n plant for WJIZ(FM) Hammond, the base of the station's new 405 tower. WJIZ, FM outlet of WJ Hammond, operates on 92.3 mc wi expanded power of 10 kw.

NED IRISH

Seeks Garden Sal

MADISON Square Garden is no in negotiations to sell telecastir rights to its events other than bo ing either to a sponsor or statio according to Ned Irish, executi vice president. NBC and CB split the boxing rights.

Mr. Irish would not reveal wi whom negotiations were being ca ried on nor would he confirm r ports that college basketball righ were being held at $150,000, profe sional basketball rights at $70,00 six track meets at $25,000, t horse show at $10,000 and the d show at $4,000.

The garden events became ope to new sponsorship when CBS d cided last spring not to renew i contract. Mr. Irish said only on year contracts would be conclude

WMGM New York has the rad rights to garden events for the con ing season.

TOP REP SEEKS ACE TV SALESMAN

One of the best station representatives in the business wants to add an aggressive, seasoned salesman to its expanding TV operation. (Honesty suggests that we call it the best—but modesty forbids.)

At a minimum, we require the following qualifications:

1. Considerable experience with a TV or AM station with a reputation for building local programs for national spot advertisers.
2. At least two years' actual selling experience in either medium.
3. Good references.

Our requirements are high because we always want a source of managerial and executive personnel within the organization. We'll pay an ample salary—plus bonuses. For an interview, write Box 754c, BROADCASTING, giving your complete background.

Controlling Interest in Profitable Network Station

This property is one of the well established and consistently profitable network stations located in an important south central market having ideal living conditions. The purchaser will head up a well organized operation and control a very valuable broadcast facility. Priced unusually low in relation to splendid earnings. Cost for 75% interest—$95,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

McFARLAND BILL

Committee Delays Action

FURTHER delay in consideration of the McFarland-FCC reorganizational bill was foreseen on Capitol Hill last week as an executive session of the House Interstate & Foreign Commerce Committee failed to materialize according to scheduled plans.

Neither Chairman Robert Crosser (R-Ohio) of the Commerce Committee nor Rep. George Sadowski (D-Mich.), head of the communications subcommittee, was present, though both are slated to return to Washington this week. Rep. Crosser, who has been in Europe, is expected to confer with House Speaker Sam Rayburn on the general House agenda upon his return from Europe this week [BROADCASTING, Sept. 19].

Observers felt that the communications measure (S 1973), authored by Sen. Ernest McFarland (D-Ariz.), may get little more than scant attention, with Congress shooting at an Oct. 15 or Oct. 22 adjournment. In any event no definitive action will be taken this session, they are convinced, in view of current opposition to the legislation as passed by the Senate.

Senate action last week on the executive pay raise bill alone has a nullifying effect, it was pointed out, on a comparable section in the McFarland measure which singles out FCC commissioners each for $5,000 increases—from $10,000 to $15,000. The provision has incurred the open opposition of the Civil Service Commission [BROADCASTING, Sept. 12, 19].

Waltham Shopping

WALTHAM Watch, through the Hirshon-Garfield Agency, New York, is understood to be shopping for a half-hour network show. It was incorrectly reported in BROADCASTING, Sept. 19 [CLOSED CIRCUIT] that the company was Hamilton Watch Co. Hamilton is represented by BBDO and is not bidding for such a show.

For the First Time

NEGRO RADIO PROMOTIONAL AND COUNSELING SERVICES

ENGINEERING ADVERTISING
FINANCIAL SALES
PROMOTION ADMINISTRATION

Negro Radio Statistical Surveys Made in Major American Cities

MEDIA BROKERS

KYLE, CARTER & EUBANKS

6 EAST LAKE ST., CHICAGO 1, ILL.
(AT STATE AND LAKE)
PHONE: FRANKLIN 2-4344

Rails Sing to Success

(Continued from page 25)

what are the railroads doing with it?

As might be expected, the commercial messages are informative, non-political and interesting. Incidentally, they're mimeographed and sent in advance to railroad public relations officials.

Typical are the commercials used in the AAR summer series on ABC, titled "The Story Behind the Music." This series, just completed, carried commercials with the following themes: Railroads' role in national life and advantages of private ownership; improved facilities; block signals; safety record; mass transportation and payrolls; railroad employment; $3 billion in purchases in 1948; $1 billion in tax payments; your stake in a $28 billion industry; effects of higher freight rates and 40-hour week; back-to-school travel.

Here is the commercial heard on the Sept. 19 broadcast:

While we are listening to The Railroad Hour tonight, our railroads are working for us in many ways. Let's see exactly what they are doing for us during the 30 minutes we are enjoying the music and story of Nacio Herb Brown.

During this short time, about 600 freight and passenger trains will start on their runs from points all over the United States. The freight trains will turn out transportation service equivalent to moving approximately 30 million tons of freight of all kinds for a distance of one mile.

Passenger trains during this time will perform transportation service equivalent to moving the entire population of a city the size of Philadelphia for a distance of one mile.

And while rendering this essential transportation service, the railroads will be contributin to the economic life of our countr, in other ways. Every 30 minutes, the railroads pay out more than $250,000 in wages to employees. They pay out more than $115,000 in purchases of fuel, materials and supplies. They pay more than $45,000 in taxes which go to support the ordinary functions of government. In other words, during the broadcasting of this program, railroad payrolls, purchases and taxes amount to a total of more than $400,000—nearly a million dollars an hour.

These are just some of the things which railroads do to help Americans produce more—and live better—than any other people on earth. It takes big railroads—financially healthy and physically strong—to meet the needs of a big country. That's the way the American people wanted their railroads to be, and that's the way they want to keep them.

That's the story of *The Railroad Hour*, the carriers' intimate Monday night visit with millions and millions of Americans.

It's the story of a vast industry that has learned one of democracy's greatest lessons—the people must know about their country and its facilities if they are to make wise decisions.

And it's the story of public relations men who have learned to utilize the medium that will get the most messages to the most people in the most effective manner at the lowest cost.

RADIO STATUS

Theme of Alabama Meet

RADIO's present status and its immediate future make up the theme of the annual fall meeting of the Alabama Broadcasters Assn. to be held Thursday and Friday of this week on the U. of Alabama campus in Tuscaloosa. Convention will include business sessions, featured speakers, luncheons and banquets both days, and the Alabama-Duquesne football game Friday night.

Easton C. Woolley, NBC director of stations department, will speak on "Radio 1949 and in the 50's" Thursday afternoon following a welcome speech by Dr. John Gallalee, president of the university. Afternoon business sessions highlight a discussion on "Selling Radio in a Buyer's Market" with Howard E. Pill, WSFA Montgomery and president of ABA, presiding.

A skit, "The Miracle of Radio," will be presented by university students of the Dept. of Radio Thursday evening and an address will be given by Charles A. Fell, managing editor of Birmingham *News-Age-Herald* on "Radio and the News."

Friday's activities are topped by an address on "Radio Has Grown Up" by Frank M. Headley of Headley-Reed Co., president of the National Assn. of Radio Station Representatives. In the morning a discussion is scheduled on good programming with the afternoon reserved for NAB, BMB and ABA reports on activities. The NAB film "How To Turn People Into Customers" will be shown that afternoon. Meetings end with a reception and buffet supper at Tuscaloosa Country Club and the football game at Denny Stadium.

RHODES DENIAL

Answers FTC Charges

CHARGES by Federal Trade Commission that Rhodes Pharmacal Co. has misrepresented its product Imdrin in radio and published advertisements [BROADCASTING, Sept. 26] have been denied by the Cleveland, Ohio, firm in an answer filed with the Commission.

Officials of the company told FTC that Imdrin advertisements disseminated on stations and in newspapers and other media were not "false" as defined by the Trade Commission Act. FTC had questioned the therapeutic qualities attributed to Imdrin, described as an aspirin product with buffer.

VA. AP MEET

Fishburn Lauds Organization

JUNIUS P. FISHBURN, owner of WDBJ Roanoke and publisher of the *Roanoke Times* and *Roanoke World News*, last Monday cited the Virginia Associated Press Broadcasters as an organization of "one of the best state news services in the nation." He told the group it had been built on member cooperation.

"As members of the Associated Press you are not buying a news service but joining an organization which can do whatever you want it to do," he said. Mr. Fishburn spoke informally at the association's semi-annual meeting, at which Jack Weldon, general manager of WWOD Lynchburg and president of the group, presided.

Resolutions were adopted by the radio men re-affirming their allegiance to the AP's principles of accuracy, speed, objectivity and mutual cooperation, and pledged themselves to full cooperation with each other and with newspaper members.

Contributing to the AP Virginia news report were 31 Virginia daily newspapers and 28 stations.

Those attending the meeting included:

Emileigh Maxwell, WTAR Norfolk; Jim Moore and Leigh Smith, WSLS Roanoke; Don Murray, John W. Eure, Paul E. Reynolds and Jim Walsh, WDBJ Roanoke; Charles Blackley and Robert Sterrett, WTON Staunton; Maxey E. Stone, WSVS Crewe; John W. Shultz, and Maynard E. Dillaber, WMVA Martinsville; Jack Weldon and Don Jarvis, WWOD Lynchburg; Erick Lund, WLVA Lynchburg; Tom Wade, WCYB Bristol; Phil Hirsch and Milton B. Henson, WREL Lexington; Fred L. Hart and Earl Hundley, WLPM Suffolk; W. J. Missett, Suffolk "News-Herald," chairman State AP newspapers; Ted Hyman, Virginia Agricultural Extension Service Radio Dept.; Frank H. Fuller, AP chief of bureau, Richmond; Frank M. Stearns, AP field representative, Washington; Herbert C. Little, AP correspondent, Bluefield, W. Va.

Mr. Robert B. Jones, Jr.,
Gen'l. Mgr. Radio Station WIRL
Peoria, Illinois.
Dear Mr. Jones:

—The Palmer Sales Clinic was a complete success, and has proved very valuable to us. No matter the cost, it's worth it!

Cordially yours,
RADIO COLUMBUS, INC.
Allen M. Woodall, President

THE *Fred A. Palmer* CO.
Columbus, Ohio

Radio Consultants on Management and Operation

(20 years experience)

Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346

FCC Actions

(Continued from page 74)

September 29 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KMPC, The Station of the Stars, Inc., Los Angeles; WJR Detroit and WGAR Cleveland—Designated for consolidated hearing at a date to be set later applications of G. A. Richards for renewal of licenses of KMPC, WJR and WGAR, and for transfer of control of those stations to Harry J. Klingler, Lawrence P. Fisher and John A. Hannah. Consolidated proceeding includes issues involved in and so supplants Commission's order of July 25, relating to application for renewal of license of WGAR, and its investigatory hearing order of Nov. 12, 1948. At same time licenses for KMPC and WJR were extended on temp. basis to Dec. 1.

STA Granted

The Scranton Times, Scranton, Pa.—Granted STA to operate exp. station to pick up TV network programs originating in New York or Philadelphia and relay them by microwave to State Armory in Scranton for viewing by public attending Parade of Progress Exposition Oct. 3 to 17. (Comr. Walker not voting).

By Examiner Resnick

New Rochelle Bcstg. Service Inc., New Rochelle, N. Y.—Granted petition for leave to amend application to include supplementary engineering data, but referred to Commission for disposition that portion of petition which requests waiver of hearing.

September 29 Applications . . .

ACCEPTED FOR FILING

License for CP

KOFO Ottawa, Kan.—License to cover CP new AM station.

WNAS (FM) New Albany, Ind.—License to cover CP new non-commercial educational FM station.

License Renewal

WSM-FM Nashville, Tenn.—License renewal.

WMUN (FM) Muncie, Ind.—Same.

AM—1340 kc

Martin L. Schulman, Plattsburg, N. Y.—CP new AM station 1340 kc 250 w unl. AMENDED to change name to Clinton County Bcstg. Corp.

Modification of CP

Following stations filed applications for mod. CP to extend completion date: KGAN Kingman, Ariz.; KBIG Des Moines; WSFL Springfield, Mass.; KSOX Harlingen, Tex.; WGNR (FM) New Rochelle, N. Y.; WBT-FM Charlotte, N. C.; KOMA-FM Oklahoma City; WKZO-TV Kalamazoo, Mich., to 4-24-50; WFMY-TV Greensboro, N. C., to 12-2-49; KDYL-TV Salt Lake City, to 4-1-50.

FCC Correction

ITEM in report of actions dated Sept. 22, referring to renewal of KFFA Helena, Ark., is corrected to read: Present license extended to Dec. 1 pending final determination upon application for renewal.

ARK. TAX CASE

Appeal Filed in SCOTUS

APPEAL from the Arkansas Supreme Court's decision upholding the Little Rock city tax on radio stations [BROADCASTING, May 30], was filed last week in U. S. Supreme Court and placed on the docket. The court convenes in October.

The appeal, titled "Beard vs Vinsonhaler," is based on the contention that radio is an interstate business and not subject to such a tax in accordance with long-established Supreme Court precedent.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 29

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,045	1,989	220		370	259
FM Stations	737	411	418	*10	58	30
TV Stations	82	18	99		349	182

* 5 on air

* * *

Docket Actions . . .

FINAL DECISION

WHAS-AM-FM-TV Louisville, Ky.—Announced final decision to deny application by Courier-Journal and Louisville Times Co., licensee, to transfer stations to Crosley Bcstg. Corp. See story page 4, BROADCASTING, Sept. 26. Decision Sept. 23.

Announced decision making final order to show cause of May 3, 1948, and proposed decision of Dec. 15, 1948, and modified effective 90 days hence, licenses of WTEL Philadelphia to specify operation on 860 kc with 250 w daytime, and WHAT Philadelphia for 1340 kc, 250 w fulltime.

INITIAL DECISION

WSAP Portsmouth, Va.—Initial decision announced by Hearing Examiner Fanney N. Litvin to grant change from 1490 kc 250 w unl. to 1350 kc 5 kw unl. DA-DN. See story this issue. Decision Sept. 27.

PROPOSED DECISIONS

C. Thomas Patten, Oakland, Calif.—Announced proposed decision by Commission to deny application for new AM station on 1000 kc 10 kw D. See story this issue. Decision Sept. 27.

Announced proposed decision to grant application of Coast Bcstg. Corp., Los Angeles, for new AM station on 1540 kc 5 kw D, and to deny bid of Huntington Bcstg. Co., Huntington Park, Calif., and San Gabriel Valley Bcstg. Co., Monrovia, Calif., seeking same facilities. See story this issue. Decision Sept. 27.

Announced proposed decision to deny application of WCAR Pontiac, Mich., to move to Detroit and increase power on 1130 kc from 1 kw day to 50 kw day, 10 kw night, directional fulltime, and to deny application of UAW-CIO Bcstg. Corp. of Michigan for new AM station in Detroit, 1130 kc, 5 kw day, 2.5 kw night, directional fulltime. See story this issue.

OPINIONS AND ORDERS

KTSA-AM-FM San Antonio; KRGV Weslaco, Tex., and KANS Wichita, Kan.—In memorandum opinion and order granted petitions for reconsideration, removal from hearing docket, and grant of applications for transfer of control of KTSA from Gene Howe et al to Express Pub. Co. for $450,000 to be paid Taylor Radio and Television Corp., holder of option for purchase of all stock in KTSA for $385,751; assignment of license of KRGV from KRGV Inc. to Taylor Radio and Television Corp. for $320,000; assignment of license of KANS from Kansas Bcstg. Inc. to Taylor Radio and Television Corp. for $200,000. See story page 86, BROADCASTING, Sept. 26. Decision Sept. 23.

Announced memorandum opinion and order denying petitions of WRAW Reading, Pa., directed to proposed decision in WHAT-WTEL Philadelphia case, asking leave to intervene, reopen record and remand case for further hearing. See story this issue.

Adopted order severing from hearing proceeding application of Pacific Bcstg. Co. for new Class B FM station at Los Angeles, which has been in hearing in consolidated proceeding with application of Hollywood Community Radio Group for Class B FM at Los Angeles and with AM applications of Huntington Bcstg. Co., Coast Radio Bcstg. Corp. and San Gabriel Valley Bcstg. Co.; Pacific Bcstg. application is continued in hearing separately. Order Sept. 27.

Deletions . . .

Two FM authorizations were deleted by FCC bringing total withdrawals since first of year to 148. Deletions, effective dates and reasons for withdrawal follow:

WFTW-FM Fort Wayne, Ind.—Fort Wayne Bcstg. Inc., CP, Sept. 20. Applicant said it felt it unwise to continue operation since benefits to be derived are not believed to be commensurate with costs involved.

WDEF-FM Chattanooga, Tenn.—WDEF Bcstg. Co., CP, Sept. 23. Lack of interest in FM in that area makes it economically unsound to proceed.

WDOM Providence, R. I.—Providence College Inc. CP for noncommercial educational station Sept. 16. Increased construction costs.

New Applications . . .

AM APPLICATIONS

Waycross, Ga.—Southeast Broadcasting System, 660 kc, 1 kw daytime. James S. Rivers sole owner is also licensee WMJM Cordele, Ga. Estimated cost of construction $22,397. Filed Sept. 20.

Sturgeon Bay, Wis.—Door County Radio Co., 1490 kc, 250 w unlimited. Estimated cost $4,050. Principals include: Sumner J. Harris, managing editor Door County Pub. Co. and editor Door County Advocate, president; Werner A. Witte, vice principal Sturgeon Bay senior high school, treasurer; Grace S. Harris, stockholder and director Door County Pub. Co.; Wallace D. Tingley, attorney, secretary, and Gerald A. Bartell, vice president. Filed Sept. 16.

Mooreville, N. C.—Wayne M. Nelson, 1350 kc, 1 kw daytime. Estimated cost $12,400. Wayne Nelson sole owner contemplates forming corporation later. Mr. Nelson presently owns WEGO Concord, N. C., WAYN Rockingham, N. C., and owns 75% WWNF Fayetteville, N. C. Filed Sept. 16.

Millwood, Wash.—Paul W. Hand, 1340 kc, 250 w unl. (Contingent on KREM Spokane changing facilities); estimated cost $25,108. Mr. Hand is manager of Central Lincoln Peoples Utility, District of Newport, Ore., electrical utility. Filed Sept. 29.

Phoenix, Ariz.—Howard M. Loeh, 1230 kc, 250 w, unlimtied; estimated cost $36,050. Mr. Loeh formerly was one-half owner of WFDF Flint, Mich. He now is 50% owner of Melody Music Shops Inc., Phoenix, music and radio dealer. Filed Sept. 28.

Freeport, Ill. — Freeport Journal-Standard Pub. Co., 750 kc, 1 kw, D (Contingent on KSTT Davenport, Iowa, vacating 750 kc); estimated cost $21,500. Applicant is licensee of WFJS(FM) there. Filed Sept. 27.

Salem, Ohio—The Salem Bcstg. Corp., 830 kc, 250 w, D; estimated cost $21,822. Principals: Howard E. Condella, assistant chief engineer WKBN Youngstown, Ohio, president-treasurer 53⅓%; Henry L. Reese, attorney, director 31⅓%; James A. Lowery Jr., with WKBN, vice president 26⅔%; E. M. Stephenson, director 6⅔%; Louis A. Mattevi, H. I. Hine and T. Emerson Smith, 3⅓% each. Filed Sept. 27.

Mayaguez, P. R.—Mayaguez Radio Corp., 1300 kc, 1 kw, unl.; estimated cost $20,200. Principals: Alberto Sanabria, dry goods, president 17.37%; Jose A. Fabregas, certified public accountant, treasurer 0.4%; Patricio R. Fermaintt, public secretary, secretary, 0.4%; Charles Torres, service station, 13.04%; Rafael Redondo, radio parts etc., 13.04%; Eugenio B. Cesani, hardware, 13.04%; Regino Cabassa Jr., radios, refrigerators, 13.04%; Jose Gonzalez Rivera, liquors, 8.68%; Luis Acosta Jr., real estate, 4.34%; Augusto Valentin, 10.86%; Luis R. Rivera, real estate, 6.51%. Filed Sept. 27.

TV APPLICATION

Beaumont, Tex.—Loula Mae Harrison and A. W. Smith d/b as Beaumont Television Co., Channel 8 (180-186 mc) ERP vis. 2.8 kw, aur. 1.4 kw, ant. 27 ft.; estimated cost of construction $112,000, first year operating cost $70,000, revenue $70,000. Mrs. Harrison has extensive oil interests and is 80% owner of applicant. Mr. Smith is head of A. W. Smith Co., Boston investment firm. He holds 20% in applicant. Filed Sept. 28.

TRANSFER REQUEST

WCHS Charleston, W. Va.—Assignment of license from Charleston Bcstg. Co. to The Tierney Co. for $650,000. Charleston Broadcasting is chiefly owned by John A. Kennedy and his wife who now reside in San Diego, Calif., where Mr. Kennedy is 51% owner of San Diego Journal. The Tierney Co., Bluefield, W. Va., headed by Lewis C. Tierney, onetime operator of WBTH Williamson, W. Va., directs extensive coal mining interests. Firm is controlled by Tierney family. Filed Sept. 28.

KAGH and KARS(FM) Pasadena, Calif.—Transfer of control from Andrew G. Haley, Washington radio attorney, for $90,000 to KWKW Pasadena. KWKW owners, Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, to sell KWKW to another group. KAGH on 1300 kc, 1 kw fulltime. Filed Sept. 23.

WTNT NOW WJBF

New Owner Reorganize

REORGANIZATION of WTNT Augusta, Ga., under new ownership and call letters, WJBF, was announced last week by J. B. Fuqua whose purchase of the outlet was approved by FCC fortnight ago [BROADCASTING, Sept. 19]. WJBF is on 1230 kc with 250 w fulltime.

Mr. Fuqua, formerly vice president and general manager of WGAC Augusta for nine years, purchased WJBF for $75,000 from Edgar W. Teasley and Walter J. Brown, who jointly held 51%, and three of their associates. Mr. Brown is president of WORD Spartanburg, S. C. FCC approval was conditional upon Mr. Fuqua's relinquishing his 10% interest in WGAC.

Besides Mr. Fuqua as president and general manager, the new WJBF staff includes Donald M. Kelly as executive vice president and station manager. Mr. Kelly was WGAC commercial manager. Steve Manderson, WGAC local sales manager, becomes WJBF commercial manager, and John B. Vance, former WGAC production manager, becomes program director at WJBF. Thomas Hennessy and Hugh Alison, also former WGAC staff members, join the WJBF program staff. Promotion manager is Fred Runde, formerly with an Augusta advertising agency. Ollie James, veteran Augusta radio salesman, joins the WJBF local sales staff.

The change of call letters and ownership was publicized by an extensive promotion campaign which included car cards, movie trailers, taxi signs, painted walls and a number of street stunts in the downtown shopping district. Brief dedication ceremonies on Sept. 25 included greetings from local dignitaries and transcribed greetings from network talent.

It's Series Time

(Continued from page 23)

Puff, Mutual's director of research, some 75 million adults could hear the World Series via the networks' feeds in this country.

Intensive promotion is being done by Mutual, which for two weeks has been identifying itself as "The World Series Network" at every station break.

Special broadcasts, including yesterday's (Sunday) airing of "The Babe Ruth Symphony" with Sportcaster Bill Slater as narrator, are being programmed daily. The Bob Poole show, Tuesday 3:45-4 p.m. will feature a round table discussion of series possibilities by moppet experts, members of the Knothole Gang of America.

In addition, the network has mailed its "biggest pitch of the year," a promotion kit on the series to all its member stations. The kit contains suggestions for announcements, advertisements, publicity stunts, etc., and each is outlined with every possible outcome of the respective pennant races taken into consideration. More than 80% of the kits reportedly are utilized by stations, according to F. Carleton McVarish, network's manager of audience promotion.

A successful stunt, originated by MBS-affiliated-WCSC Charleston, S. C., in 1947, and imitated by others subsequently, is now suggested in the kit. A donkey, hired by the station to parade the street, wore a bold sign proclaiming that "Only a Jackass Wouldn't Listen to the World Series Over (—station), and Wouldn't Shave with Gillette Blue Blades."

TV Details

At DuMont Television Network, the World Series coordinator for television, Bob Jamieson, and his assistants, Tom Gallery, Trevor Adams and Harry Coyle, were working out the details of what would be television's biggest show of the year to date.

Among the details were the placing of cameras. Mr. Coyle, DuMont's director of remote sports broadcasts, was experimenting with extra cameras in the bull pen, and other unconventional points to bring better outfield views. His experiments were being conducted at the Yankee Stadium and decisions were not expected until completion of tests this weekend.

The 49 television stations committed to carry the games included all but four of 53 stations which could be reached by cable.

Prior to last week WMAL-TV Washington, WTMJ-TV Milwaukee and WMAR-TV Baltimore had refused the games. Last week, WATV (TV) Newark joined their ranks and gave as reason the fact the games had to be taken on a "no pay, no charge" basis [BROADCASTING, Sept. 19]. WATV's announcement said such a basis "would establish a precedent which would serve no useful purpose to the television broadcast industry."

WTMJ-TV reversed its stand Thursday, General Manager Walter J. Damm announcing the games would be carried as a public service. He said Harry Stuhldreher, U. of Wisconsin athletic director, and First Wisconsin National Bank, had agreed to release WTMJ-TV from a contract to carry a football game.

A further television development during the week was the announcement that Pilgrim Theatre in Boston had closed a deal to bring the games to its movie audiences. The deal was similar to that between baseball, MBS and the Fabian Fox Theatre in Brooklyn [BROADCASTING, Sept. 12]. Report has it that the rights in each case cost $10,000.

The Fox Theatre, meanwhile, announced that its prices would be $1.20 per person on the mornings and afternoons of the series days and that in addition to the ball games, double features would be billed.

Where Go Radio's Losses

(Continued from page 28)

pects use space media, many of them very successfully. To such advertisers, radio promotion which seeks to belittle space media sounds awfully silly. Such promotion is, by inference, a criticism of those who use space media. As such it is likely to be resented, especially and most justifiably by those who use space media well and successfully—the same smart advertisers who are using or can use radio well and successfully.

Finally, anti-newspaper promotion can only lead to recrimination. Granted, some newspapers are already indulging in anti-radio promotion. We believe it is as hurtful to them as anti-newspaper promotion is to radio. If they are gaining revenue it is despite such promotion.

But in any event, "he hit me first" is a small boys' argument. Regardless of who started it, when advertisers obtain information about newspapers from radio and about radio from newspapers—none of it good—the end result will be reduced confidence in all advertising, followed by a general reduction of advertising appropriations.

And dividends are not paid out of competitors' losses.

Advertising is very much like the insurance business. Both deal with intangibles. The policy holder pays his premiums in advance of any claim, trusting that claims will be paid even though he may not be alive to make sure that they are. The advertiser pays for advertising in advance of creating sales, and, for that matter, without any guarantee that he will. He too invests on faith and confidence.

Insurance companies are every bit as competitive as advertising media. Yet they learned many years ago—learned the hard way—that to knock a competitor is to reduce confidence in all insurance, including the knocker. When the keystone crumbles every stone in the arch falls.

It is high time radio learned that no medium is bigger than advertising. Newspapers and magazines, please copy.

HANDICAPPED

WHBC Helps Their Cause

PINPOINTING its programming to play-up National Employ the Physically Handicapped Week, WHBC Canton, Ohio, opened a drive of its own this week. Initial promotion consisted of recorded interviews by Announcer Jim Roberts with physically handicapped persons working at the Timken Roller Bearing Co.'s Canton and Columbia plants.

The recordings were broadcast on Timken's *Music America Loves* program yesterday (Oct. 2) 2-3 p.m., originating at WHBC and fed to WHKC Columbus. Mr. Roberts

Mr. Roberts interviews a blind worker.

* * *

is the regular announcer on the Timken series.

Timken is a pioneer and leader in the hiring of physically handicapped persons and has developed special machines to make such employment possible. In addition to this program, WHBC also marked the week with an address by Mayor Carl F. Klein of Canton who proclaimed the drive, and an extra heavy schedule of courtesy announcements preceding and during the campaign.

STUBBLEFIELD

Named by Capitol Records

CLIFFORD E. OGDEN, sales manager of Capitol Records Inc., Transcription Div., Hollywood, has announced appointment of William Stubblefield as his southern representative, covering all southern states from New Mexico to Florida.

Mr. Stubblefield formerly was manager of KCLW Hamilton, Tex. Mr. Ogden has been with Capitol since 1946 when the transcription Div. was first organized. He succeeded Walter Davison who is now with Lang-Worth. Capitol's eastern representative is James Flenniken, who headquarters in New York.

EMPLOYMENT

BLS Finds Trend Upward

EMPLOYMENT took a turn for the better as summer ended, with a rise of nearly half a million new employes reported in nonagricultural industries. According to a report released last week by the Bureau of Labor Statistics, mid-August nonagricultural employment rose to a total of 43 million. This is the first significant rise in employment since the end of last year, the bureau reports. Expansion of industrial activity on a seasonal basis was credited with a substantial part of the gain.

Manufacturing industries accounted for much of the gain with the primary increase in the consumer soft goods field. Seasonal food processing establishments accounted for over 100,000 new employes, a greater seasonal expansion than took place last year. Textile and apparel industries made substantial gains in employment with shoe and leather goods manufacturers also adding workers during the month. Hard-goods industries added 50,000 employes, reversing a trend of downward employment in this field started last October. These industries had, however, displaced over a million workers in that 10 month period.

Unemployment between July and August declined about 400,000, according to the Census Bureau. Most of this decline reflected the recall of adult workers.

'VOICE' UNIT

Hogan Succeeds Sitrick

JOHN F. HOGAN, Washington radio correspondent, has assumed duties in the State Dept's International Broadcasting Div. as special events chief for Washington Voice of America coverage. He succeeds Joseph M. Sitrick, who was transferred to International Press & Publications as chief of Congressional news coverage [BROADCASTING, Sept. 19].

Mr. Hogan, a member of the board of the National Assn. of Radio News Directors which he founded in 1946, has been serving as Washington radio correspondent for a group of Maine stations: WPOR Portland, WIDE Biddeford, WAGM Presque Isle, WABI Bangor and WTVL Waterville. He was NARND's first president. From 1946 through this past May, Mr. Hogan was news and special events director for three stations comprising the Maine Broadcasting System: WRDO Augusta, WLBZ Bangor and WCHS Portland.

Folsom Elected

RCA PRESIDENT Frank M. Folsom was elected chairman of the board of the National Security Industrial Assn. at the group's sixth annual meeting last Thursday at New York's Waldorf-Astoria.

At Deadline...

SALE OF WINS NEW YORK CONSUMMATED FRIDAY

SALE of WINS New York by Crosley Broadcasting Corp. to *Il Progresso Italo Americano*, Italian language newspaper, consummated Friday. *Il Progresso*, which must divest self of present ownership of WHOM New York, paid $512,500 for WINS [BROADCASTING, Sept. 26].

Generoso Pope, owner of *Il Progresso* and of Atlantic Broadcasting Corp., which is license holder for WHOM, reportedly negotiating with two prospective buyers of WHOM. Mr. Pope understood to be hopeful FCC will permit transfer of WHOM call letters to new facilities.

WINS, 50 kw on 1010 kc, was bought by Crosley, subsidiary of Avco Mfg. Corp., from Hearst Radio in 1946 for $1,700,000. WHOM is 5 kw on 1480 kc.

WLIB NEW YORK PLANS CHANGE IN PROGRAM APPEAL

WLIB New York under its new owners will start programming to English-speaking Americans of Jewish descent and to Negroes in the New York metropolitan area, according to M. S. Novik, radio consultant, who heads the group which has bought the station from Dorothy Schiff.

Mr. Novik said the station will open studios in Harlem. He estimated there were a million Negroes in the New York area who would be reached by such programming. He put the English-speaking Jews within the reach of WLIB at 2 million.

Formal transfer of the station took place Friday. The Novik group, operating under the name, The New Broadcasting Co., is made up of the following: Harry Novik, brother of M. S. Novik and a Stamford, Conn., merchant, 44% stockholder; M. S. Novik, New York, 21%; Samuel H. Hains, certified public accountant, Stamford, 20%; Norman B. Furman, of Furman, Feiner & Co., New York agency, 15%.

COMR. WAKEFIELD TRIBUTE

RESOLUTION expressing "deep sorrow" at death of Ray C. Wakefield, FCC Commissioner 1941-1947 (story page 26), and paying tribute to his public service was adopted by FCC Friday. "We feel his loss deeply," Commission said. "His valuable service on this Commission was but one phase of a life unselfishly devoted to the public service."

VIDEO NETWORKS ON VERGE OF SIGNING ASCAP PACTS

TELEVISION networks are on verge of signing blanket license forms covering use of ASCAP music on network TV programs, Robert P. Myers, NBC assistant general attorney and chairman of the NAB TV Music Committee, said Friday, after network lawyers had worked all week to get these contracts completed.

Drafting of blanket licenses for individual stations is near completion, Mr. Myers reported, expressing belief these forms will be ready for stations this week. With blanket licenses out of way, attention can be focused on per program licenses, he said.

NAB per program subcommittee, headed by Dwight W. Martin, WLWT (TV) Cincinnati [BROADCASTING, Sept. 26], will hold first meeting with ASCAP negotiators Oct. 10. Committee has retained Stuart Sprague, New York attorney specializing in radio work, as counsel in negotiating per program licenses.

NAB is asking TV stations to contribute toward costs of negotiations.

NEW BASE STATION RATES FOR NBC TV NETWORK

NEW base network station rates for 22 NBC-TV affiliates, to take effect Nov. 1, announced Friday by Harry C. Kopf, NBC administrative vice president. Accompanying letter notes that "NBC interconnected network will deliver nearly four times as many television homes and at a cost-per-thousand 26% less than a year ago—a decline in cost-per-thousand unmatched by any other advertising medium."

New base evening hour network rates, on which clients signed before Nov. 1 will receive six months protection through April 30, 1950, follow (interconnected stations):

WBZ-TV Boston, $750; WRGB Schenectady, $325; WPTZ Philadelphia, $1,000; WBAL-TV Baltimore, $550; WNBW Washington, $500; WNBT New York, $2,000; WTVR Richmond, $250; WBEN-TV Buffalo, $325; WNBK Cleveland, $500; WSPD-TV Toledo, $300; WWJ-TV Detroit, $600; WNBQ Chicago, $1,000; WTMJ-TV Milwaukee, $350; KSD-TV St. Louis, $425; WGAL-TV Lancaster, $200; WLWT Cincinnati, $350; WDEL-TV Wilmington, $200.

Non-interconnected stations:

WSB-TV Atlanta, $250; WBAP-TV Fort Worth, $250; KNBH Los Angeles, $900; KSTP-TV Minneapolis-St. Paul, $325; WBTV Charlotte, $175.

Cuban Plan Threat to U. S. Regionals

FEAR that NARBA conference will accede to Cuban plan to set 250 w lower limit on power on regional channels, which would reduce regional stations to "glorified locals" was expressed Friday by disturbed observers in Montreal (see early NARBA story, page 29).

Conference reached white heat during week, and by Friday long-distance lines were burning with calls from regional operators in U. S. to urge no action be taken until plan could be appraised in light of possible dire consequences. Present minimum limit on Class III (regional) channels is 500 w while Class IV (local) channels use 250 w maximum.

Engineering observers felt U. S. delegation might concede on Cuban proposal with limitations, but pointed out this would permit spotting of 250 watters on all our regionals. Attitude was that our regionals—biggest group of metropolitan stations in U. S.—would be "sold down the river" under Cuban plan.

American delegation, headed by FCC Comr. Rosel H. Hyde, was represented as feeling that conference would take liberal position on 250 w regional limit "internationally" but retain engineering standards "nationally" through FCC regulation. It was argued, however, that if limit is dropped for other nations, pressure to drop in U. S. would be irresistible, with many newcomer stations in economic straits. Cuban proposal was based on economics and its tight geographical area which doesn't need regional power for coverage.

There were signs that old regional group might be quickly revitalized to cope with threat of further degradation of their channels.

RONSON POST TO LANE

HOWARD LANE, staff member since 19[illegible] of advertising department of Ronson Art Metal Works Inc., Newark, appointed advertising manager of firm, sponsor of MBS program *Twenty Questions*.

SERIES IN ALBANY HOTELS

TRI-STATE DISTRIBUTORS, Albany, N. Y. (Admiral), spot buyer on WRGB (TV) Schenectady, has installed television receivers in lobbies of leading hotels in that city for World Series.

RASHBAUM NAMED

CHRIS RASHBAUM, previously assistant representative in New York sales office, appointed eastern sales representative of Paramount TV stations KTLA Los Angeles and WBKB Chicago.

Closed Circuit

(Continued from page 4)

McDermott, station manager, and E. C. Call for approximately $21,000.

GOODYEAR RUBBER Co. expected to make decision early this week on television plans. Young & Rubicam has submitted TV program featuring Paul Whiteman while Kudner Agency has also submitted one.

PAUL B. MOWREY, currently ABC national director of television operations, due to be named national director of television program sales. Robert E. Kintner, executive vice president, expected to make announcement within fortnight.

ESTABLISHMENT of policy-level public relations chief for NBC one specific proposal in report of management consultants Booz, Allen & Hamilton made in detail to top echelon of RCA and NBC last week. Changes expected to develop slowly on reorganization plan of company into radio and television operational structures [BROADCASTING, Sept. 12].

WCAU PHILADELPHIA will soon close New York sales office, leaving all national sales in hands of Radio Sales, CBS station representative organization, which has represented station elsewhere for past year.

GENERAL MILLS retaining time but switching to other products in 21 markets formerly advertising seasonal Wheaties. Lowry H. Crites, director of media, reports 35 markets cancelled as "natural seasonal adjustment."

SMITH DAVIS CORP., old-line newspaper and station investment firm, is undergoing top-side reorganization. Smith Davis, founder, is operating head, with Howard Stark, vice president, in direct charge of radio.

LEVER BROTHERS (Blue Bonnet Margarine) through Ruthrauff & Ryan, New York, planning half-hour network show in Canada. Format will probably be quiz show.

BROADENING of interest of Frank E. Mullen in consulting field seen with disclosure that he'll sit in on Petrillo-TV industry film deliberations Oct. 6 for Jerry Fairbanks Co., top Hollywood TV film-production operation. Ex-NBC executive vice president and latterly president of G. A. Richards stations is consultant for *New York News*-WPIX and has established offices in New York and Hollywood.

BUCHANAN & Co., Los Angeles, planning radio and television spot campaign in California markets for Bob Hope's Quality Television Corp., that city, California distributor of DuMont television.

Plenty of VITAMIN "SEE" in Cincinnati

(Dayton & Columbus, too!)

Yes, the "eyes have it" in Cincinnati. It's a RED HOT television town. Take a look at these figures reported in the six-city Telepulse for August, 1949:

Average ¼ Hour TV Sets-In-Use
(12 Noon—12 Midnight)

City	*August 1-7*	*July*
CINCINNATI	**30.4%**	**23.7%**
New York	**21.8**	**20.8**
Philadelphia	**21.7**	**19.5**
Chicago	**20.1**	**18.9**

Now, *another* shot of vitamins has been added in the three cities with all new star-studded daytime programs, starting at 11:30 AM daily and featuring the million dollar WLW-Television talent staff.

More vitamins: All three Crosley TV stations —WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—also began carrying the full NBC television network schedule on September 25th—LIVE—via cable and our own microwave facilities.

For a healthy sales prescription, contact your nearest WLW Sales Office.

**RUTH LYONS Mid-West's Greatest Showoman*

WLW-T
WLW-D WLW-C

TELEVISION SERVICE OF THE NATION'S STATION
Crosley Broadcasting Corporation